

# LIFE

**'I SAW THE BULLET THAT HIT ME'**

A MARINE'S LETTERS TO HIS FATHER

**BEST TOYS  
TO GIVE  
YOUR CHILD**

**CHRISTMAS  
LINGERIE**



**20 CENTS**

**DECEMBER 3, 1951**

CIRCULATION OVER

**5,200,000**





# Community

## for Christmas!

*you waited*

*Your favorite bride wants her first-favorite silverware—Community\*!  
No waiting for "place settings." Dinner services for eight as low as \$55.75.*

YOUR JEWELER HAS COMMUNITY... THE FINEST SILVERPLATE

\*TRADEMARKS OF ONEIDA LTD., ONEIDA, N. Y. COPYRIGHT 1951, ONEIDA LTD.



# Now! Avoid "Tell-Tale Mouth"

(BREATH NOT AS SWEET, TEETH NOT AS CLEAN AS THEY CAN BE)



**Ipana keeps your whole mouth cleaner, sweeter, sparkling!**



**Be confident of your smile.** Be really confident, not just hopeful. Yes, actual dentists' tests prove that brushing with Ipana gets teeth cleaner, more sparkling. And as for reducing tooth decay effectively, remember this: no other tooth paste—ammoniated or regular—has ever been proved better than Ipana.

**Be confident of your breath.** Brushing with Ipana after eating helps remove causes of unpleasant mouth odor. And Ipana's brisk, refreshing flavor

instantly sweetens breath—leaves your mouth feeling clean, feeling good—*sparkling* clean and fresh.

**And don't forget your gums.** Brush teeth from gum margins towards biting edges. Ipana's active cleansing foam helps remove irritants that can lead to gum troubles.

Teeth, breath, gums—all three can cause "Tell-Tale Mouth"... so remember, cleansing with Ipana Tooth Paste helps keep your whole mouth healthy. Get a tube of Ipana Tooth Paste today.

## Ipana

Tooth Paste

Your own taste warns of "Tell-Tale Mouth"



THAT STALE, FURRY TASTE—OFTEN IT'S A SIGN OF "TELL-TALE MOUTH" (TEETH AND BREATH NOT AS CLEAN AS THEY CAN BE)...



BRUSH TEETH WITH IPANA. NOTE LIVELIER TASTE AND TINGLE AS IPANA'S SPARKLING FOAM REACHES WHERE THE BRISTLES CAN'T...



NOW YOUR OWN TASTE TELLS YOU YOUR WHOLE MOUTH IS CLEANER, SWEETER, SPARKLING. NO "TELL-TALE MOUTH" FOR YOU!



## how to make a "merry family" Christmas



"Betcha we get a new Motorola TV. I sent Santa two letters to make sure."



"The boys will be tickled pink... They've really been counting on Santa for a TV set!"



"Say, Mom, did you notice what a clear picture we get... no glare from anywhere? The kids sure had a good idea!"

AND FOR A MERRY CHRISTMAS EVERYWHERE, BE SURE IT'S

# most dependable Motorola TV



**DEALERS AND OWNERS AGREE...** Motorola TV requires less servicing than any other TV... is proved *most dependable* for night-after-night entertainment! Constant quality control during production and expert performance testing assure this reliability of operation.

**MOST ENJOYABLE... BECAUSE OF EXCLUSIVE NEW ANTI-REFLECTION GLARE-GUARD**

TRADE MARK



**ORDINARY TV SCREEN** reflects light glare from its flat, mirror-like surface... distorting the picture, creating annoying viewing discomfort.

**GLARE-GUARD** keeps the picture free of 98% of all reflected light glare, minimizes and directs light reflections downward out of normal viewing range.

**EVERY MODEL DESIGNED FOR ALL-CHANNEL CONTINUOUS TUNING OF ALL UHF STATIONS**

**SEE TV AT ITS BEST ON MOTOROLA TV...** Filtered-Clear, steady pictures with new Electro-Lock Focus, razor-sharp edge-to-edge on full-view rectangular screens. Instant "Target" tuning, Built-In-Antenna, "Golden Voice" tone.

Edward Arnold — famous TV, Radio and Film star says — See me at my best on

# Motorola TV

Prices and specifications subject to change without notice

20" Mahogany Table Model 1001  
In Limited Oak \$279.95  
FED. TAX PAID.  
Slightly higher South and West





## Telephone Folks Will Play Santa for Thousands of Kids



As you read this, telephone operators all over the country are dressing thousands of dolls for distribution to children's homes and hospitals at Christmas.

Down in Texas, other telephone people are packing gay gift boxes for remote farm families. On December 24, the pilot who patrols Long Distance cables across the lonely plains will drop them by parachute and wave a friendly "Merry

Christmas to All" by waggling the wings of his plane.

Throughout the Bell System, thousands of other telephone men and women are collecting food, candy, toys and dollars for those less fortunate than themselves.

It's a long-time telephone tradition—and a rather natural one. The spirit of service and the spirit of Christmas are pretty close together. And telephone folks try to be good citizens all year 'round.

BELL TELEPHONE SYSTEM



This One



2J4C-86N-4R29

3

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Prefer a tank cleaner? Hoover AERO-DYNE Model 51 has extra-effective controlled suction, famous "Litter Gitter" nozzle to get more dirt and clinging litter faster—the exclusive Dirt Ejector clicks it out. YOUR HANDS NEVER TOUCH DIRT! Hoover AERO-DYNE Model 51 (and Model 41) complete with tools, lightweight Veriflex hose.

# Another way to tell her

*Help, too, is a big demonstration of affection,  
and how can you demonstrate it better than with a Hoover?*

If you've a sneaking notion in your mind that she might be disappointed with a practical Christmas gift instead of something frivolous, we've news for you.

From what we've learned about women (and making and selling more than 10,000,000 vacuum cleaners for women to use has been a liberal education), you can get that notion right out of your head. She'll be *delighted*. Especially in times like these.

She's just as aware as you are of how hard dollars are to come by, of how necessary it is to buy with an eye on the future as well as on the present.

Present? Yes, a Hoover makes a *wonderful* present. You'll be giving her the joy of a bright, color-fresh

home, the pride of owning the best. And as for the future, a Hoover (years ahead in design today and built for the long, long haul) will be saving her back-aches and saving her time long after a lesser cleaner has given up the ghost.

Just ask her whether she prefers an upright or a tank-type cleaner (Hoover makes both . . . and you can buy a Hoover, on easy terms, in a variety of models). Then enter into a happy Christmas conspiracy with one of the leading stores in your community that sells the Hoover Cleaner on easy terms. If you can't think of one offhand, look in your classified phone book.

Easy ironing with the Hoover Iron! Easy-to-use Pancake Dial for positive heat; Koolzone handle fits the hand, lessens fatigue. You do the ironing faster with its even, all-over heat. Two weights available, 3½ or 4½ lbs.



Gleaming floors with the Hoover Electric Floor Polisher! Lightweight, easy to use, no bounce or wander. Built low to get under furniture. Built-in headlight, wax applying brushes, polishing brushes, buffing pads.



Hoover Dustette does a hundred jobs in half the time! For stairs, furniture, automobiles, hard-to-clean places from attic to basement. Lightweight; easy-grip handle; lint brush in nozzle. A new use for it every day.





# you love her

## FOR THE LEVEL-HEADED SANTA CLAUS WHO LIKES TO KNOW THE FACTS

- 44 years of manufacture—oldest and largest.
- More than 10,000,000 Hoovers already sold.
- More Hoovers in use today than any other make.
- 48% of Hoover new sales made on direct recommendation of Hoover users.
- Sold exclusively through leading local stores.
- Both types—upright and tank—most complete line of cleaners in the industry.
- Most complete service facilities in the industry.
- Pioneer and leader in engineering research.
- High cleaning efficiency . . . proved by independent laboratory tests.
- Endorsed by leading rug and carpet manufacturers for preservation of floor coverings.
- Best-known, best-selling cleaner in 65 countries around the world.

## THE HOOVER COMPANY

North Canton, Ohio; Hamilton, Ontario, Canada; Perivale, England

*Prefer an upright cleaner? Famous Hoover Triple-Action cleaner saves rugs, restores colors when it beats, as it sweeps, as it cleans. Routs deeply embedded dirt and grit, lint, litter, even dog hairs. Instant conversion for above-the-floor cleaning. Handy cleaning tools, including non-kink Veriflex hose, extra. Three models to fit any cleaning problem and pocketbook. Model 29 illustrated.*



Give her a **Hoover**®

*and you give her the best*





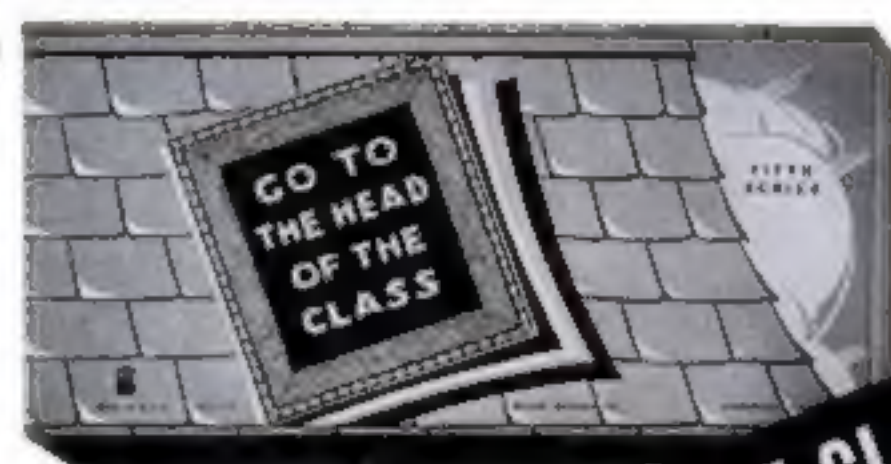
# MILTON BRADLEY GAMES ARE **FUN!**

They appeal to all age groups—little folks, teen-agers, and mother and dad. If you don't find these and other favorite Milton Bradley games from \$1.00 to \$2.50 at your nearby game counter, write direct to: Milton Bradley Company, Dept. L-12, Springfield 2, Mass.



**EASY MONEY**

Lures teen-agers and adults alike with its fascinating spirit of chance and fortune. Provides the opportunity of gaining fabulous wealth from a great variety of exciting adventures in business.



**GO-TO-THE-HEAD-OF-THE-CLASS**

Brings the entire family together for many evenings of fun. Gives youngsters the added thrill of reaching the head of the class, "graduating," and receiving their diplomas ahead of their parents.



**GAME OF THE STATES**

Gives youngsters from 8 to 15 the excitement of business competition while buying and selling from coast to coast. An entertaining way to learn the products and principal cities of each of the 48 states.



**CHUTES AND LADDERS**

The younger set never tires of the ups and downs, thrills and spills of this popular game. It's fun, even for those who can't read, since the rules are so simple and easy to follow, and teaches the rewards of good deeds.



**UNCLE WIGGILY**

Children 5 to 50 have endless fun helping dear old Uncle Wiggily past the fox den, through the cabbage patch and the snares of the forest in a race to get their friend to the doctor's office first.



**PIRATE AND TRAVELER**

Here's globe-trotting with the added thrill of being chased by pirates. This exciting game takes youngsters of ten years and older to the fascinating corners of the earth.

**MILTON BRADLEY COMPANY, MAKERS OF FAMOUS CRAYRITE CRAYONS**  
Springfield 2, Massachusetts



# Make your Christmas shopping lighter and brighter!



**Your Drug Store has the prescriptions...**



"I have no idea what to get!"

*Rx*  
Your Drug Store is chock full of fine gift ideas



"I want a gift that's sure to please!"

*Rx*  
Your Drug Store features Nationally Preferred Products



"I can't spend a fortune!"

*Rx*  
Your Drug Store has gifts to fit any budget



"I'm busy all day and haven't time to shop!"

*Rx*  
Your Drug Store is open evenings and it's near you

**AND REMEMBER — YOUR DRUG STORE FEATURES NATIONALLY PREFERRED PRODUCTS — LIKE THESE!**



**ANAHIST** brings relief fast from sniffles, sneezes and stuffed-up nose of common colds. Over 500,000,000 tablets already used to dry up these cold symptoms. For extra relief in nasal passages use Anahist Atomizer.



**\*RED CROSS Adhesive Tape**—New, EXCLUSIVE FORMULA—Guaranteed better sticking qualities, greater freedom from skin irritation, lasting freshness, whiter appearance. Made by Johnson & Johnson. \*No Connection Whatever with American National Red Cross.



**SERUTAN**—For Folks Over 35 who have middle-age irregularity. Serutan is an effective way to promote waste elimination, has a mild-laxative action like certain vegetables and fruits. If you're over 35 get Serutan. Money-back guarantee.



**EVENING in PARIS** Purse Flacon of Perfume—used by more women than any other fragrance in the world! Romantic—long-lasting—and so easy to carry with you in non-spill Flacon. Only 85¢—plus tax.

**McKESSON & ROBBINS INCORPORATED**

AND IN CANADA BY NATIONAL DRUG AND CHEMICAL CO. OF CANADA, LTD.

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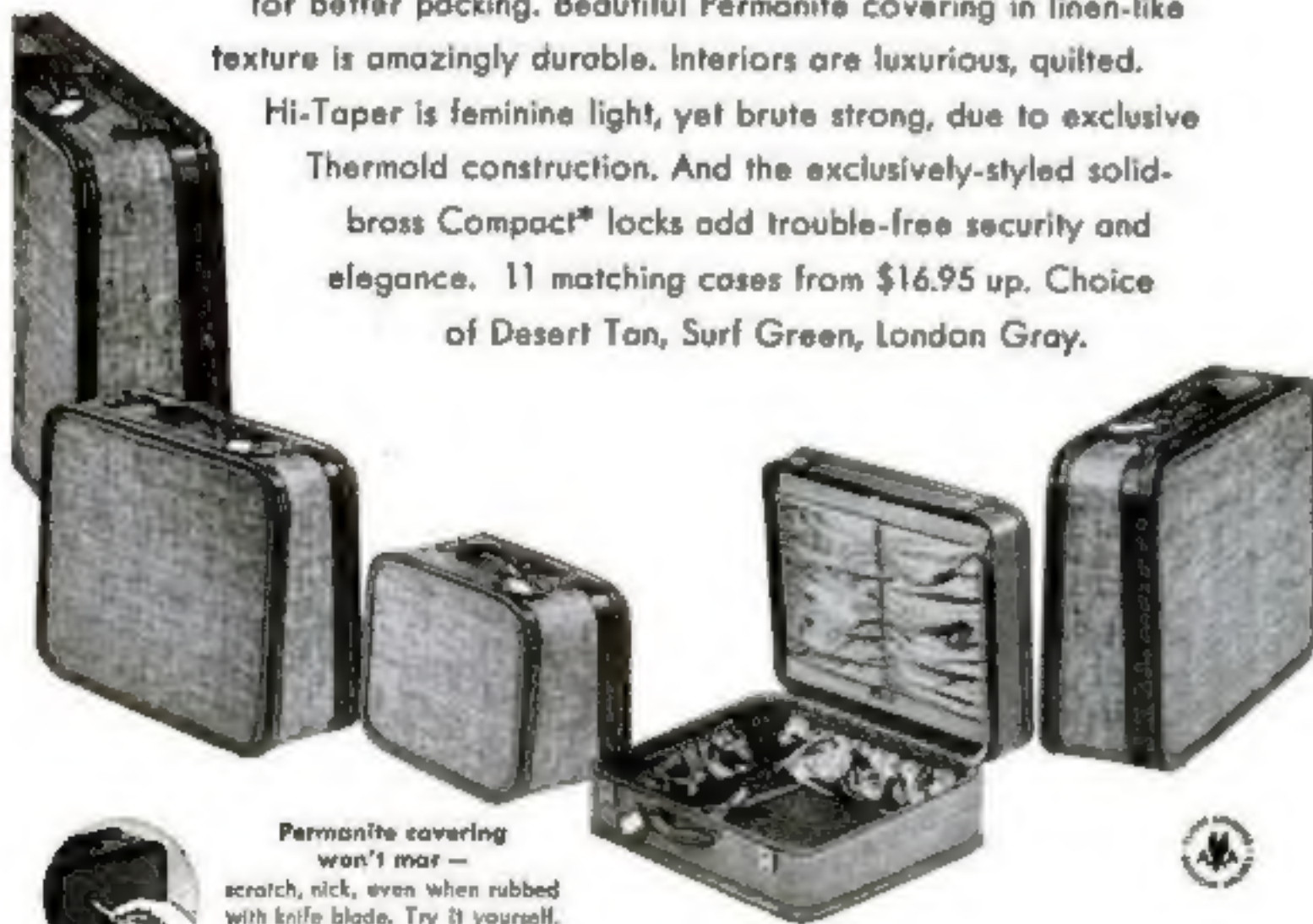
This lovely, tall, tapered  
luggage gives you an  
air of distinction!



## AMERICAN HI-TAPER TOURISTER

Carries easier! Packs easier!

The distinctive tapering silhouette of lovely Hi-Taper luggage is not only fashion-first . . . it conforms to body contour, making carrying easier. Tall slimness gives inside spaciousness for better packing. Beautiful Permanite covering in linen-like texture is amazingly durable. Interiors are luxurious, quilted. Hi-Taper is feminine light, yet brute strong, due to exclusive Thermold construction. And the exclusively-styled solid-brass Compact\* locks add trouble-free security and elegance. 11 matching cases from \$16.95 up. Choice of Desert Tan, Surf Green, London Gray.



Permanite covering  
won't mar —  
scratch, nick, even when rubbed  
with knife blade. Try it yourself.  
Perma-Edge binding, cushioned  
with live rubber, absorbs shocks.

# American Tourister

Luggage

\*Pat. Pend.

Featured at better department stores and luggage shops.

Write for dealer's name or free booklet, "Happy Traveling" Dept. L, American Tourister, Providence, R.I.

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## I WEAR FALSE TEETH

yet my mouth feels  
fresh, clean and cool  
No "DENTURE BREATH"  
for me\*



"I keep my false teeth clean and  
odor-free with Polident. When  
my plate feels clean and fresh  
and cool from a Polident bath,  
I'm safe from Denture Breath."  
Mr. A. G. R., New Milford, Pa.

You know what Mr. R. means—  
it's a wonderful feeling to know that  
you're not offending friends with  
Denture Breath. And it's great when  
your plates feel clean and cool and  
fresh—from their Polident bath.

Remember, dental plates need the  
special care of a special denture  
cleanser. Don't brush, soak them in  
Polident (only about a cent a day)  
to keep them sparkling clean, free  
from Denture Breath. Get Polident  
tomorrow.

### NO BRUSHING

Soak plate or bridge  
daily—fifteen minutes  
or more—in a fresh,  
cleansing solution of  
Polident and water.



## POLIDENT

RECOMMENDED BY MORE DENTISTS  
THAN ANY OTHER DENTURE CLEANSER



Amazing New Cream Holds Tighter, Longer  
than anything you've ever tried or double  
your money back **POLI-GRIP**

Made and guaranteed by POLIDENT





## FIRST CHOICE for Christmas...and every Gift Occasion

# Westinghouse Gift Appliances

Toss your Christmas shopping problems right off your mind. Here's a wide variety of gifts that are beautiful as well as practical. Wrapped up with each one are years and years of better, more glamorous living and easier homemaking.

The Roaster, for instance, cooks everything, plugs in anywhere . . . and means easier, better cooking for any homemaker you know.

With the Pop-Up Toaster comes breakfast-with-the-family for Mom . . . and perfect toast every time.

The Food Crafter means bigger, lighter cakes, luscious cookies and fresh orange juice . . . with no work at all.

You'll give freedom from fatigue with an Iron, a welcome boon to any busy mother.

Relaxing warmth for old or young goes with the Warming Pad.

Along with the Square Waffle Baker, you'll give grand Sunday breakfasts and delicious after-movie snacks.

Tucked in with the Automatic Electric Sheet or Blanket . . . comes warmth-without-weight and perfect sleep the whole night through.

This Christmas, give the gifts you'd love to get . . . give Westinghouse Gift Appliances. See them, at your retailer's now. Westinghouse Electric Corporation, Mansfield, Ohio.

See TV's Top Dramatic Show . . . WESTINGHOUSE "STUDIO ONE" . . . Every Week

## YOU CAN BE SURE...IF IT'S Westinghouse

### HERE ARE 9 Thrilling Surprises TO GIVE...OR TO GET

**ROASTER-OVEN** . . . America's favorite. Two square feet of cooking magic. **\$39.95**

**SQUARE WAFFLE BAKER** . . . Cooks 4 large golden brown waffles. No sticking. No greasing. **\$24.95**

**POP-UP TOASTER** . . . Has push-up lever for small slices and muffins. Extra color range. **\$22.95**

**ADJUST-O-MATIC IRON** . . . Control Dial has setting for each different fabric. **\$10.95**

**OPEN HANDLE IRON** . . . The easiest iron you've ever used. Revolutionary new design. **\$12.95**

**FOOD CRAFTER** . . . So powerful, this mixer needs only one speed setting for most recipes. Juicer optional. **\$39.50**

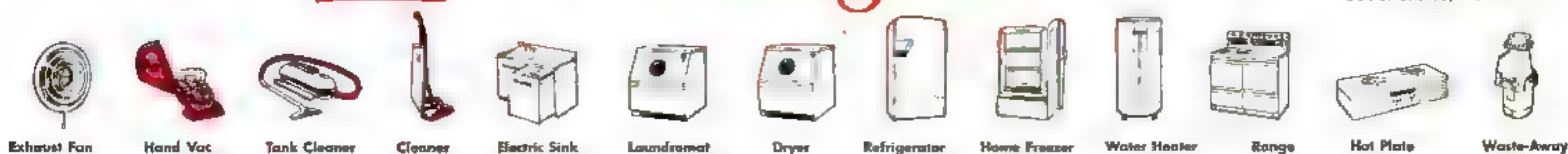
**WARMING PAD** . . . Wet-proof. Quilted satin cover. 3-heat control. Braille-way switch for nighttime use. **\$ 8.95**

**ELECTRIC SHEET** . . . Four heavenly colors, pink, blue, maize or white. Single or Dual control. **\$31.95, \$39.45**

**ELECTRIC BLANKET** . . . Decorator colors, sapphire blue, emerald green, evening rose. Single or Dual control. **\$43.95, \$51.45**

*Prices subject to change*

*... of course, it's electric!*







Pen with silver-colored cap and gold-filled band. Hand-wrought 14 kt. Gold Point \$5.00

Pen and pencil, handsomely gift cased \$11.75

# Give this gift of better writing... *new* Eversharp

**NO OTHER PEN** gives Eversharp's amazing writing performance—day after day, year after year. Precision-designed with the world's easiest-writing features—magnificently styled Matching automatic Repeater Pencil feeds new leads when you click magic button. Rich, beautifully balanced, the new Eversharp is one of the world's most welcome gifts . . . to give, and own, with lasting satisfaction.

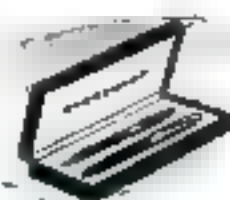
**writes instantly** Magic Feed prevents flooding, leaking. Gives you instant starting, controlled flow.

**writes cleaner** Positive Flip-Fill. Cleanest, fastest way to fill pen. Flip lever, pen's full. No finger staining.

**writes smoother** 14 karat Gold Points, extra large. Hand-wrought. Velvet-smooth. Styled for every hand.

**writes longer** Special Breather Tube insures largest ink capacity ever. You write more words without refilling.

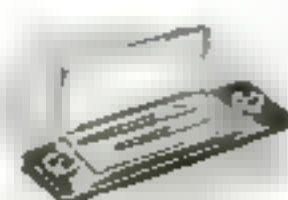
■ Pen with extra-large 14 kt. Gold Point, \$8.75—Complete set with matching Repeater Pencil Gift cased—\$12.75. Other Sets, \$5.95 to \$12.00.



● New! Brilliant Eversharp Desk Sets. Genuine Jet Crystal Bases. 14 kt. Gold Points. Life-long writing ease. Incomparable value—\$6.95 to \$29.50.



● Pen with rich, gold filled cap, over sized 14 kt. Gold Point, \$12.75—Complete set, with matching Repeater Pencil in dual purpose gift case—\$18.75.



Eversharp is the only pen tested and approved by the United States Testing Company for its excellent craftsmanship and writing qualities.

**GIVE *EVERSHARP* AND YOU GIVE THE FINEST**

©1951 Eversharp Inc., 350 Fifth Avenue, N. Y. C.

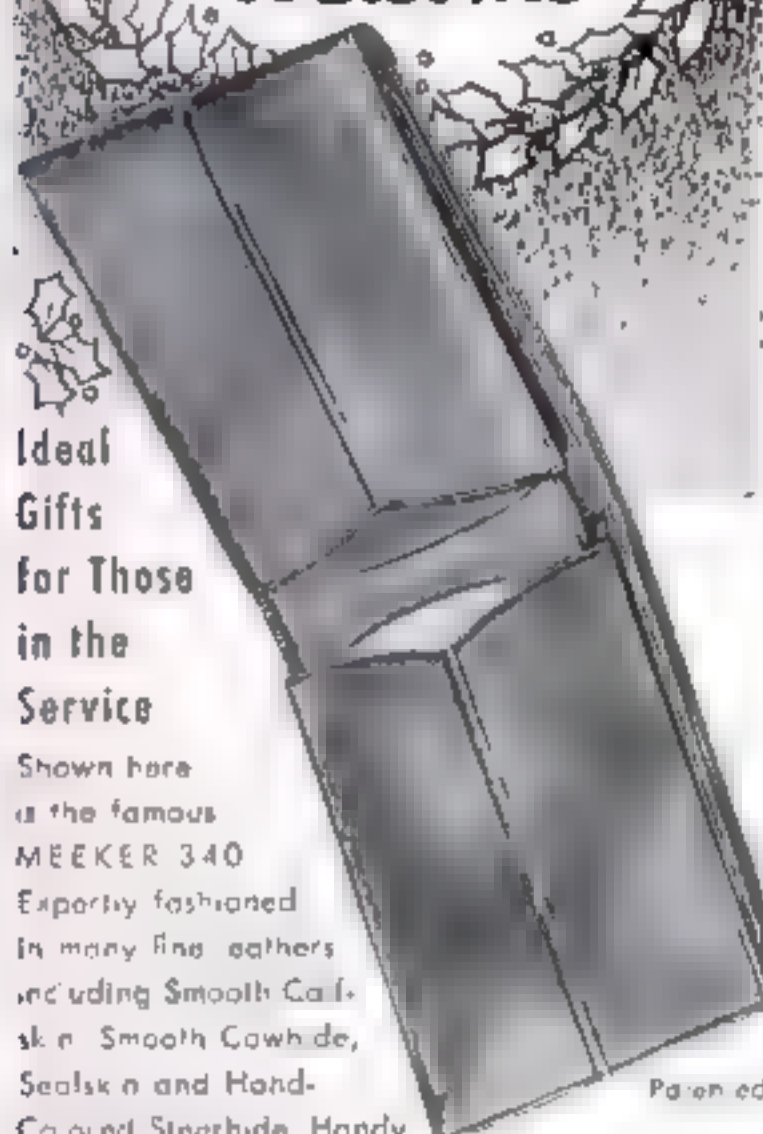


## Smart Gift Seeker- Give a MEEKER



**MEEKER**  
BILLFOLDS

Are Always  
Welcome



Ideal  
Gifts  
for Those  
in the  
Service

Shown here  
is the famous  
MEEKER 340  
Expertly fashioned  
in many fine leathers  
including Smooth Calf-  
skin Smooth Cowhide,  
Sealskin and Hand-  
Colored Stearhide. Handy  
removable Pass Case. A handsome, useful gift  
that any man will deeply  
appreciate



This distinctive  
making MEEKER creation is  
brilliantly made of Hand-Colored brown  
Stearhide. Rich, Hand-tooled designs, and  
Hand-tooled Edges



For HER—this lovely  
MEEKER Billfold with roomy  
pass-case and gusset coin purse. Handsome  
gold finished snap fastener. Custom fash-  
ioned of Smooth Cowhide and many other  
fine leathers, in the latest popular colors.

Various Prices—At Dealers Everywhere

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## LETTERS TO THE EDITORS

### MENTAL HOSPITALS

Sirs:

... The interest aroused by your graphic exposé of mental hospitals in 1946 ("Bedlam 1946," LIFE, May 6, 1946) was one of several significant forces generated then that led to the encouraging developments which Albert Muesel was able to report in his current article ("Scandal Results in Real Reforms," LIFE, Nov. 12). LIFE can be proud of its role in stimulating the development of this movement.

OREN ROOT  
President

The Natl. Assn. for Mental Health  
New York, N. Y.

Sirs:

The pictures heading your article on mental hospitals indicate some of the many changes made here. Since this hospital furnished some of the more offensive pictorial reporting in the past, we are happy to see that improvement is recognized.

The word "improvement" is used advisedly since every state mental hospital still has a long way to go. By long painful experience we recognize that further progress will only come by improved public understanding and interest. May you continue to bring the facts, both good and bad, to this vast American public in whose hands alone rests the power to improve or worsen the standards in our mental hospitals.

FERRY ELLIS  
President

Board of Trustees  
Philadelphia State Hospital  
Philadelphia, Pa.

Sirs:

Your article should be required reading for every member of the Virginia General Assembly which will pass on the state budget in January. Virginia mental case-loads range up to 835 patients per doctor. . . .

SELMA MEYERS

Richmond, Va.

Sirs:

... One serious omission: legislatures and governors do not vote money for mental health programs of their own accord. They have to feel the will of the people, as Governor Youngdahl did when he first got his "public well prepared." . . . The job can be done right only through conscientious teamwork from all interested groups.

ALFRED KAMM, Ed.D.

Dayton, Ohio

### A ROYAL VICTORY

Sirs:

It may have been Elizabeth's show in Washington as you say in "A Royal Victory" (LIFE, Nov. 12), but in North Bay, Ontario, it was Philip's. Only one Dionne watched the Princess—4 to 1 photographic evidence that the Quintuplets have really matured!

W. E. NUSBAUM

Melbourne, Fla.



DIONNES AND FRIENDS

CONTINUED ON NEXT PAGE

## "No Sticky Hair, Hands or Comb!"

says

**BERT PARKS**

Star of TV Hit, "Break the Bank"



TRY THIS  
AMAZING NEW  
CREAM OIL THAT'S  
NOT STICKY, NOT  
GREASY, AND MAKES  
YOUR HAIR LOOK  
BETTER THAN EVER!

Yes—for cleaner, pleasanter hair-grooming and better-looking hair, just try new VITALIS Hair CREAM.

It's a lighter-bodied cream oil, not sticky, not greasy! VITALIS Hair CREAM grooms hair perfectly, with no film or slick shine.

Cleaner to use, too. It rinses off hands and comb in plain water. Homogenized for easy flow, in handy shaker-top bottle. Get VITALIS Hair CREAM at your drug counter today.

Money back! Write us if you don't agree with Bert Parks that it's the best cream tonic ever!

YOU'LL THANK  
ME FOR  
THE TIP!

New!  
**Vitalis**  
HAIR  
Cream



SAVE  
MONEY!  
49¢ SIZE  
EQUALS LEADING  
59¢ SIZE CREAM  
OIL! (ALSO IN  
27¢ SIZE)

Made by Bristol-Myers—makers of famous Vitalis





most popular  
Christmas gift!



### Cigarettes light themselves while you drive

The most thrilling gift for any car owner! The only completely automatic car lighter and dispenser! Endorsed by United States Highway Safety Conference. Hands you fully lighted cigarettes—one after another—without taking your eyes off the road or losing control of the wheel. Does away with red-hot car lighters. Prevents sparks and burned clothing. Ends fumbling for cigarettes or matches.

- **It's a handy humidor . . .** The only car lighter that holds as many as 23 cigarettes at one time. Keeps them fresh, firm, always at your finger-tips.
- **It's a lighter and dispenser . . .** A tap of the finger and out comes a cigarette that *Lights itself* while you drive. 100% automatic. Lets you smoke in safety and luxury.
- **Fits all cars . . .** easy to install. Simply attach to steering column with self-clamp and plug into your lighter socket (or connect to ignition). Doesn't waste current. Closes tight when not in use.

**Richly styled . . .** of Bakelite and Aluminum. The most modern accessory for the modern car. Handsomely boxed for gift-giving.



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the pres-a-lite corporation, 432 4th Avenue, N. Y. 16, N. Y.

## LETTERS TO THE EDITORS

CONTINUED

### FEININGER AND SONS

Sirs:

. . . Wasn't Lyonel Feininger, whom you wrote up in "Feininger and Sons" (LIFE, Nov. 12), at one time a cartoonist for one of the New York or Chicago newspapers?

RALPH KRUEGER

Madison, Wis.

• In 1906 Lyonel Feininger climbed aboard the new U.S. art form and for two years drew a pair of dream-like comic strips for the Chicago *Sunday Tribune*. This drawing from *Woe Willie Winkie's World* told of a boat drifting by the setting sun.



"At last it covered Mr. Sun right up entirely, and after it had passed the spot there was no sun to be seen. Willie Winkie said that the boat had stolen the sun, and perhaps that is what had happened."—ED.

### LEADER OF A REVIVAL

Sirs:

After reading "Leader of a Revival" (LIFE, Nov. 12), we would like to inquire whether Princeton's Dick Kazmaier has ever received a low grade of six on Coach Caldwell's scoring card.

KEN ROBSON

New Haven, Conn.

• He got two "sixes" in the Navy game and another in the Penn game, all for throwing passes that were intercepted.—ED.

Sirs:

. . . Princeton's 1951 schedule is no basis for wishful and wistful claims. In the Big Ten, Kazmaier and his team would run into football realities that would remove a lot of polish and all of those Eastern fables.

DON G. ANDERSON

Appleton, Wis.

• Coach Caldwell felt that Princeton could hold its own in isolated games with any team in the country, but that his small squad could not stand the constant pounding of a Big Ten schedule week after week.—ED.

### RUGGED ROAD TO IRON

Sirs:

In "Rugged Road to Iron" (LIFE, Nov. 12) you show an Air Force plane borrowed by a private company. If our Armed Forces are paid for and supported by our taxes in their numerous forms, how is it that their equipment is loaned to private companies—free of charge presumably?

ANN ISAACS

Wichita, Kan.

• When it is in the public interest (in this case to help get ore out of

## To keep bright, colorful luggage clean



### make sure it's Koroseal

A damp or soapy cloth wipes Koroseal flexible material clean-as-new. On luggage Koroseal is travel-tough—practically scuffproof; withstands baggage-platform abuse.

To get Koroseal covered luggage look for "fashion's first luggage" by Skyway. Smartly appointed inside and Koroseal outside for lasting fashion. You can get Skyway at leading stores!

Koroseal—Trade Mark—Reg. U. S. Pat. Off.

**Koroseal**  
FLEXIBLE MATERIALS BY  
**B.F. Goodrich**



## Buddy Lee Dolls

Made of durable plastic

Both the Railroad Doll and the Cowboy Doll stand 14½ inches high, including hats, and are individually boxed. If your Lee Work Clothes dealer cannot supply you, write nearest Lee factory.

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Minneapolis, Minn. • Trenton, N. J.  
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WORLD'S LARGEST MANUFACTURER OF UNION-MADE WORK CLOTHES



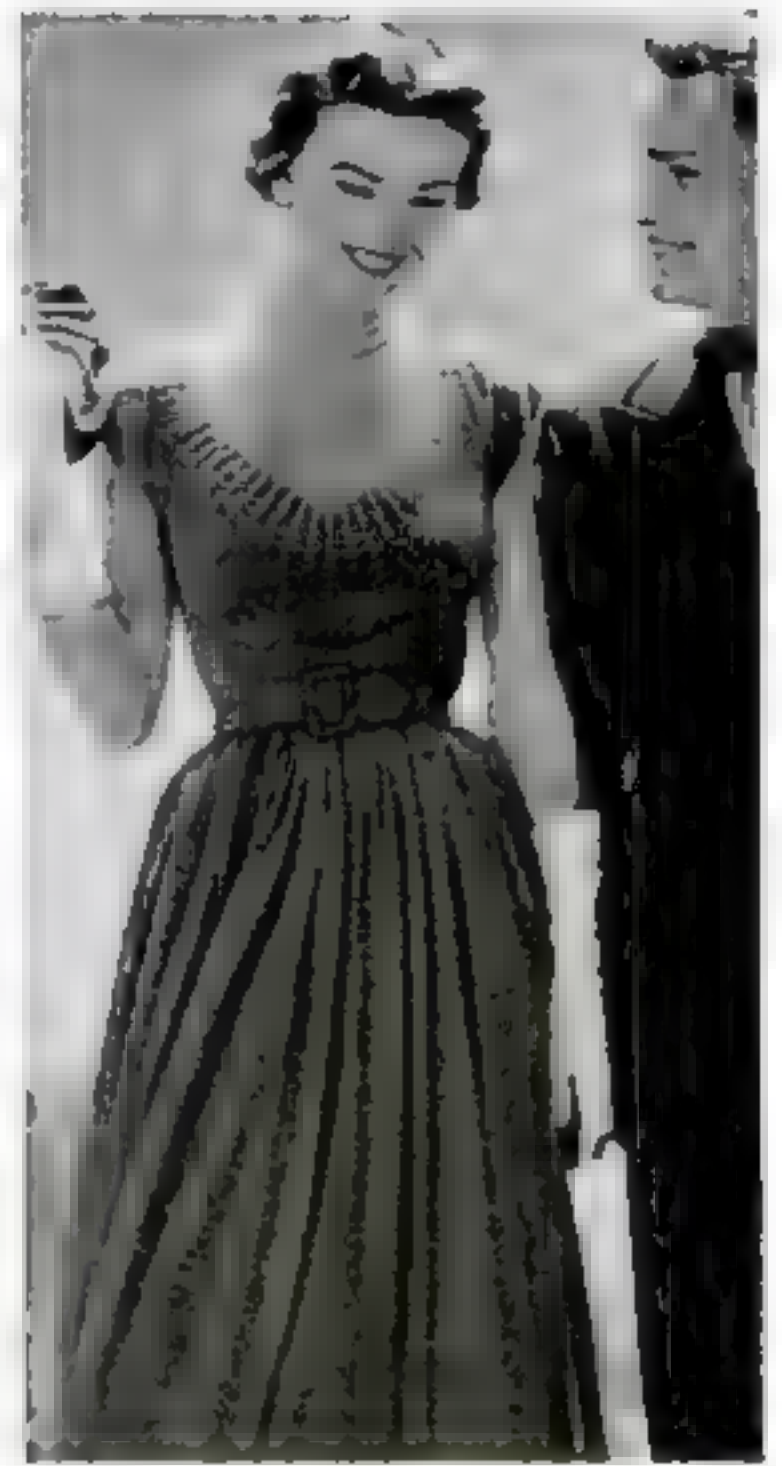


**FEELS SO SOFT.** Fabrics made of acetate fiber feel wonderfully soft and luxurious. Acetate is ideal for all types of fabrics worn next to the skin.

**WHAT IS ACETATE?** Acetate, a modern man-made textile fiber, is technically known as cellulose acetate, and was pioneered by Celanese Corporation of America.



**STAYS FRESH.** Fabrics of acetate look fresher, neater, all day long. Because acetate fibers are naturally resilient, and help fabrics recover from wrinkling, fabrics of acetate require less pressing.



**THERE'S NOTHING "LIKE" ACETATE.** While other fibers have some of acetate's good qualities, no other fiber has all the good qualities acetate combines. Alone or in blends, it's the *best balanced* of all fibers.



**LAUNDERS SO EASILY, DRIES SO QUICKLY.** Fabrics made of acetate fiber are really easy to care for. Dirt washes off acetate, and fabrics of acetate dry quickly. Just a sud-sing, a rinse, a blot with a towel and clothes are sparkling clean. Smooth on a hanger, or press with a warm iron if necessary, and they're ready to wear again in no time.

## Look lovely, feel lovely... in easy-to-care-for Acetate

(pronounced Asset-tate)

### Acetate—

- Looks lovely—feels wonderful
- Drapes gracefully
- Recovers from wrinkling
- Launders easily—dries quickly
- Dry cleans perfectly

Next time you shop look for the tag...

**Celanese**

CORPORATION OF AMERICA  
180 Madison Avenue, New York 16

WRITE FOR FREE BOOKLET ON "ACETATE, THE BEAUTY FIBER"

**Acetate**  
*The beauty fiber*



## Little playmates need a planned diet, too



**Easy plan: 1.** For solid nourishment, feed your dog Gro-Pup Ribbon as his basic food.

**2.** Serve Gro-Pup dry or moistened. (Water, milk, gravy.) Table scraps good, too.

Dogs, no less than children, thrive on loving care. Give your dog the *balanced* diet he needs, with bowls of tasty Gro-Pup Ribbon. It's his *basic food*. Each nourishing bite contains all the vital elements, including vitamins and minerals, that dogs are known to need. Over 30 in all! Then, for variety, spice his dish with table scraps.

In the first year, a girl baby triples her weight, but a Dachshund puppy increases his weight 40 times! Feed growing pups and grown dogs with Gro-Pup. It's basic for solid bones, strong limbs, handsome coat.

Peppy dogs are so much more fun! Gro-Pup keeps them at their bouncy best. Real thrifty, too. Packs 3 times the solid food value, pound for pound, of most canned dog foods. Treat family's pal right with Gro-Pup every day!



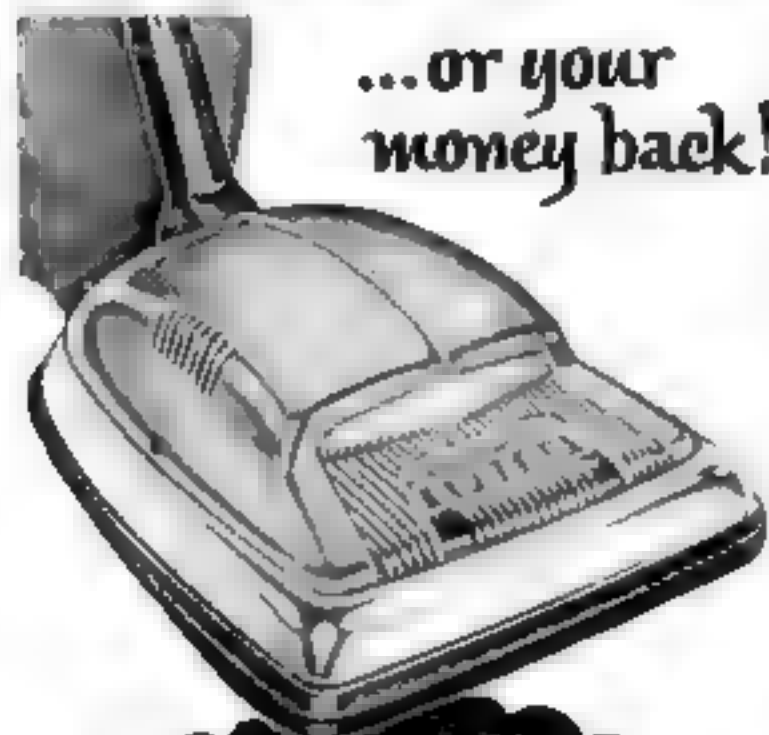
Feed your dog Gro-Pup Ribbon either crisp, or moistened. Savory-fresh every meal. No waste, no leftovers to store! The only dry dog food with this seal of veterinary approval.





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money back!



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**EUREKA<sup>3</sup>in1**  
WONDER CLEANER  
with power-driven floor polisher

- 1 Most efficient cleaner for rugs and carpets
- 2 Marvelous tools and brushes clean everything above the floor
- 3 Polishes bare floors and linoleums with the motor-driven Waxer-Polisher

**Our Guarantee!**

USE THIS WONDER CLEANER IN YOUR HOME 10 DAYS. If you are not fully satisfied it removes more dirt from your rugs and carpets in less time and with less effort, your money will be gladly refunded.

**PROVE IT YOURSELF!**

Phone your EUREKA dealer for the 10-day Home Trial... or write us, and we'll gladly arrange for demonstration and trial. Drop us a card... today.



Eureka Division

**Eureka Williams**

Corporation

Bloomington, Illinois

Better Products, Better Made... for better living!

## LETTERS TO THE EDITORS

—CONTINUED—

Labrador), the Air Force can loan a plane under contract.—ED.

Sirs:

I wouldn't be surprised to hear that somebody got hurt by now in that railroad construction. Evidently no one knew anything about safety rules, including the foreman standing around interfering with the work....

D. M. ANTEAGA

Richmond, Calif.



CONFUSION IN CANADA

### ONE-FAMILY U.N.

Sirs:

Three cheers to you for printing such a heartwarming article ("Live With a One-Family U.N.," LIFE, Nov. 12) and nine cheers to Carl and Helen Doss for making it possible. The true U.N. spirit must first be found in our homes if it is to succeed in any degree in the large chambers at Lake Success.

REV. GENE VAUGHT

Buttonwillow, Calif.

Sirs:

It is easy to see how the love and enjoyment that Carl and Helen Doss receive from their nine adopted children more than replace all the self-sacrificing and budgeting. Such unselfish people are hard to find. It is refreshing to read about them.

Mrs. JOHN MCCORMICK

Allen, Kansas

Sirs:

I wish they would drop copies of the Doss family's story in North Korea. If all nations can only see that people can live peacefully and equally, I know there will be less conflict in tomorrow's world.

KIKI KO KAY FUJIMOTO

Chicago, Ill.

### HORROR IN A HURRY

Sirs:

Your review of *The Son of Dr. Jekyll* ("Horror in a Hurry," LIFE, Nov. 12) recalls Hollywood's approach to literature. The magic world of motion pictures has in the past bestowed upon Count Dracula a daughter, upon Dr. Frankenstein a son, and now upon Dr. Jekyll a son. Stevenson never mentions a Mrs. Jekyll, and the narrator never had recourse to information which a wife would be able to provide.

What right has any screen writer to try to improve material so adequately provided by the original author?

JOSEPH PAUL MORRIS JR.

Haverford, Pa.

CONTINUED ON PAGE 12

Give The World's Only Toaster

...With Convenient *Twin Controls*

**CAMFIELD**



Set It For Any Kind Of Toast  
From Either Side Of Table!

● Superior in every way, the magnificent Camfield is the only toaster with complete controls at both ends. Truly superb as a gift, it is beautifully styled and has a rich mirror chrome finish. See it!

Special Equa-Therm Regulator  
For Better Toast Every Time!

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**CAMFIELD Automatic Coffee Maker**

Ideal Gift For Coffee Lovers!  
Brews Every Cup Just Right.

● Captures coffee's full, rich flavor—*automatically!* Just set and forget. Signals and stops perking when coffee is strength preferred, keeps it piping hot and fresh-tasting!



Perfect for Giving or Getting

CAMFIELD MANUFACTURING CO., GRAND HAVEN, MICH.





**SEAGOING SEDANS.** On a back road in Arkansas, Cooke pictures a month long "mud test" of Chrysler-designed brake seals—unique in the industry and the best ever made to help keep out mud, dust and grit. The seals protect famous Safe Guard Hydraulic Brakes. These exclusive brakes give you stopping power through six cylinders instead of four, as in old types. The two extra cylinders mean much better control with light pressure—give smooth, sure stops at exactly the rate you call for when you press the pedal. Safe Guard Hydraulics are on all Plymouth, Dodge and De Soto cars, and all Chryslers except Crown Imperials which have new disc brakes.



# NEW KINDS OF

## How Chrysler Corporation engineered and built better brakes for the new cars and military vehicles



The picture story on these pages was made by photographer Jerry Cooke, famous for his "picture reporting" in leading magazines. This time he traveled more than 7000 miles to get a story on the development and testing of the latest thing in brakes for Chrysler Corporation's Plymouth, Dodge, De Soto and Chrysler cars, and the newest military vehicles built by Dodge Truck.

Cooke shows you how safety is built into cars which play such an important part in the lives of Americans... and gives a glimpse of the way a big automobile company handles defense assignments.

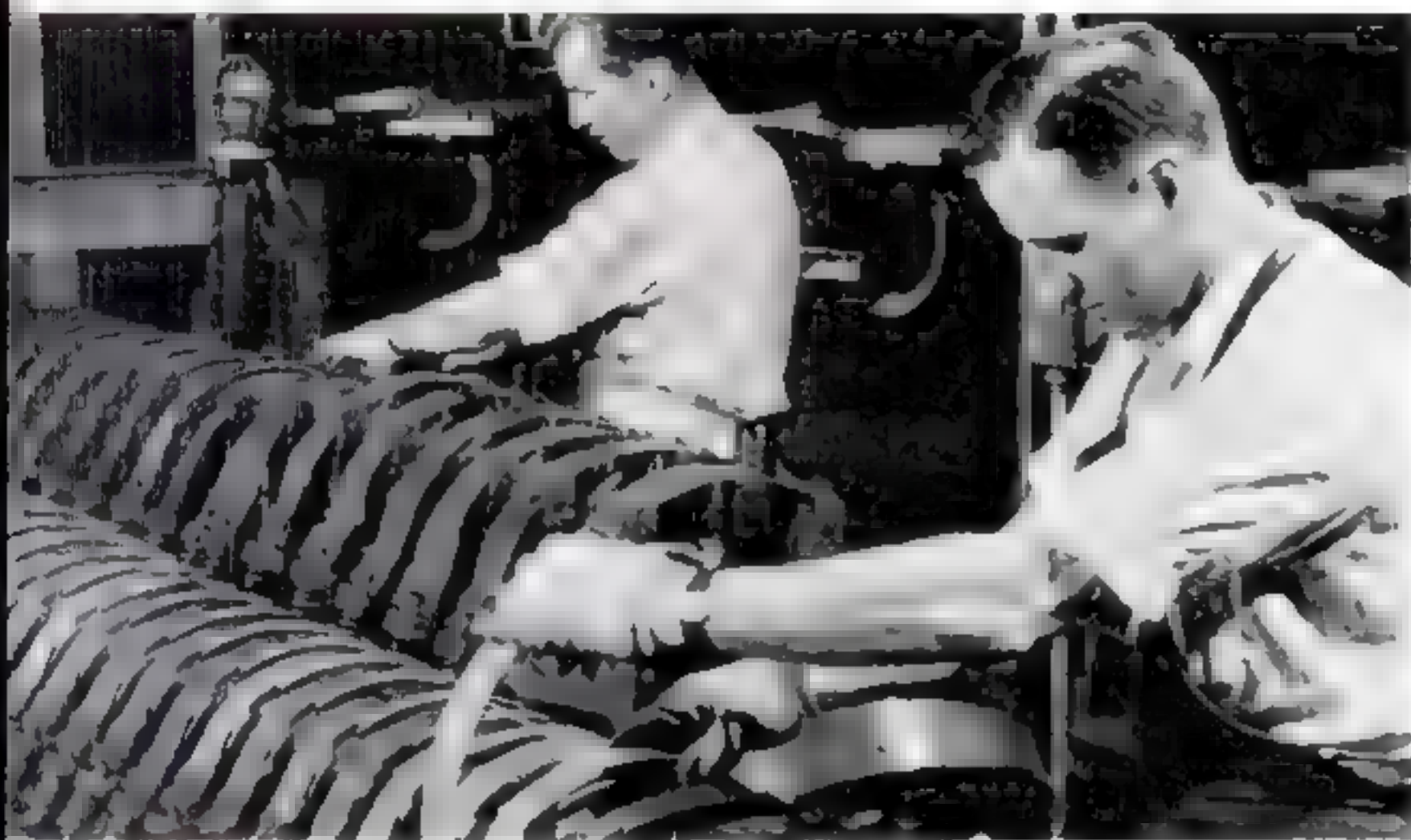


**THE CITY THAT STANDS ON END.** In San Francisco, noted for its steep hills, Cooke snaps Milton E. Wells testing a new Plymouth's brakes under the most severe city driving conditions. Other favorite brake testing grounds are the steep Huntington Lake Road, near Fresno, California; the six-mile Soco Gap Hill in the Great Smokies of North Carolina, and Laurel Ridge Hill in the Pennsylvania Alleghenies. Every car, truck, and military vehicle made by Chrysler Corporation has brakes tailored for the job it has to do. Even brake fluids and brake linings are specially developed for better service and longer life.

← **THE NEW DISC BRAKES.** W. R. Rodger, brake development engineer at Chrysler Laboratories, shows parts of the new automobile disc brake, introduced on Chrysler Crown Imperials. (Another proof that you get the good new things in Chrysler-built cars.) Disc brakes operate with light pedal pressure, never need adjustment, and last far longer. They stay effective even with many repeated stops... even in a car going down Pike's Peak! At right is cutaway picture of unique forced-air cooling system that makes Chrysler disc brakes last so long. Fins on the wheels create a cooling air current as they turn. "Cool" brakes mean safer driving on the steepest hill or the hottest day.



# BRAKES GET TOUGH TESTS



**BRAKES WITHOUT RIVETS.** Here, in Detroit, Frank Foley and Bill Dougherty apply Chrysler Corporation's Cyclebond lining to brake shoes. It will be bonded to the steel under heat and pressure. Until Chrysler developed Cyclebond lining, the best known way of building brakes was to fasten lining with rivets to assure firm, safe stops. Cyclebond is an improvement that gives you more use out of the lining, and more braking surface for still greater safety. All Dodge, De Soto, and Chrysler cars and most Dodge trucks have Cyclebond lining.

**HOW TO STOP ON A 60 PER CENT GRADE.** Cooke traveled to Aberdeen, Md., for this picture of a Dodge-built Army cargo truck, with Sergeant Lonnie Duchesne at the wheel, demonstrating its braking power at the U. S. Army Ordnance Proving Grounds. The special new Chrysler-engineered brakes take hold easily and safely on the test ramp, despite the terrific downward pull of nearly four tons of truck and cargo. They last six times as long as brakes used on similar vehicles in World War II.



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engineers and builds PLYMOUTH, DODGE, DE SOTO, CHRYSLER CARS & DODGE TRUCKS

Chrysler Marine & Industrial Engines • Drive Powdered Metal Products • Major Parts & Accessories • Airtemp Heating, Cooling, Refrigeration • Cycleweld



# Christmas Gift Special



Give him deluxe size  
**PALMOLIVE**  
After-Shave Lotion



Your Shopping's Snappier...

Check 'em off your list... dads and dream-boys... brothers and boy friends... every man cheers for this brand-new idea in after-shave comfort! Especially in this strikingly handsome green-and-gold gift package!



His Face is Happier...

For here's one after-shave lotion that not only cools in seconds... but also, soothes for hours! What comfort! What a keen, outdoor aroma! Remember the name—Palmolive After-Shave Lotion... perfect gift for every big shaver on your list! At all good toilet-goods counters, everywhere.

## LETTERS TO THE EDITORS

CONTINUED

### POLITICS

**Sirs:**  
In "Politics: Very Warm for '51" (LIFE, Nov. 12), I notice the mock picture of the late President Roosevelt and Stalin of Soviet Russia in a skit at the Republican dinner in Chicago. I am a registered Republican but feel it is a great mistake to criticize a man who passed away some six years ago. Let the dead rest in peace and ask the living to answer for their mistakes.

MARTIN LOEWENGART

New York, N.Y.

**Sirs:**  
You say that in 1952 the people of this country will have their 45th chance to vote for a president. Seems to me it will be only the 41st time. From Washington's inauguration in 1789 until 1953 is 164 years, with an election every four years equalling 41 terms.

LEROY B. TRUITT

Bridgeville, Del.

● LIFE erroneously counted noses instead of terms—thus included four vice presidents who were not elected but succeeded to the office.—ED.

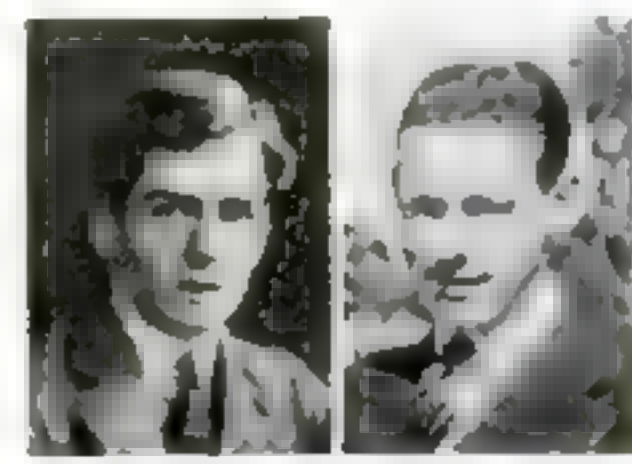
### ANTHONY EDEN

**Sirs:**  
Your cover picture of Anthony Eden (LIFE, Nov. 12), with a small mustache like Dean Acheson's, raises the question: Did the cute little mustache idea originate in London or Washington?

FRANKLIN HICHOBN

Santa Clara, Calif.

● The idea struck on both sides of the sea some 30 years ago; possibly Acheson, four years older, was first. For their pre-mustache days, see below.—ED.



EDEN

ACHESON

CONTINUED ON PAGE 21

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## SITTING UP FOR SANTA



Give him a feast for Christmas—and the year 'round! MILK-BONE DOG BISCUIT crunches like a bone, provides the *chewing* exercise that helps keep teeth and gums strong and healthy! Baked for purity and easy digestibility, MILK-BONE DOG BISCUIT is economical, too, because it's concentrated nourishment.

MILK-BONE DOG BISCUIT contains nutrients your dog needs: Vitamins A, B<sub>1</sub>, B<sub>2</sub>, D, and E... Meat Meal... Fish Liver Oil... Whole Wheat Flour... Minerals... Milk.

NATIONAL BISCUIT COMPANY

My new Starlac gives you all the minerals, proteins and B vitamins found in the best milk you can buy. Tastes wonderful.



1-pound package  
Borden's  
**STARLAC**  
makes 5 quarts  
nutritious nonfat milk  
for as low as 40¢\*

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\*Slightly higher in some areas.



## Can Any Belt be Worth \$10,000?



by  
**RAY HICKOK**

Each year, we present the championship belt on the right to the "Athlete of the Year." Phil Rizzuto, of the Yankees, was selected by 250 sports writers for the award in 1950. This trophy, appraised at \$10,000, has a solid gold buckle weighing 2½ pounds, studded with 26 diamonds. Can any belt be worth \$10,000? The answer is "Yes", if it achieves the purpose for which we made and gave it. That purpose is "To dramatize to American youth, the possibilities of individual achievement."



### A sports trophy for every man

Every man, active or not, is a sportsman at heart. We think that is the primary reason for the phenomenal interest in our Hickok Sports Jewelry. Naturally, we like to believe that the beauty and workmanship which won for this jewelry the 1951 Fashion Academy Gold Medal Award, is also a factor in making it the most successful line of jewelry we have ever produced.



### A firm, but friendly grip

The Crocodile above dramatizes and the Polo Mallet tie bar, to the right, details our exclusive Crocodile Grip. You'll find this "E-Z on, E-Z off" Hickok feature on no other tie bar. It holds your tie always firmly, neatly centered. And it cannot harm the fabric of your shirt or tie.



Awarded America's highest  
style tribute... the 1951  
Fashion Academy Gold Medal

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FOR YOUR

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...of his favorite sport, in the bars and cuff links  
that bear the unmistakable hall-mark of Hickok quality.  
Tie Bars, with exclusive Crocodile Grip, \$2.50.  
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"Athlete of the Year"  
Championship Belt

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## 5 Luscious Fruits in Sweet "Cahoots"

WHEN FIVE DELICIOUS FRUITS LIKE THESE get together and "go partners," something mighty nice is sure to happen.

In LIBBY'S you enjoy the perfect harmony of flavors, colors and goodness you want in fruit cocktail. No wonder it's one of the most popular items on your grocer's shelf!

Here, some say, is the perfect fruit combination that Nature must have had in mind but didn't get around to. Enjoy this treat at its grandest—in LIBBY'S Fruit Cocktail. Put it on your shopping list today.

*Libby, McNeill & Libby, Chicago 9, Ill.*

LOOK TO *Libby's*  
FOR PERFECTION!



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PARKER BROTHERS' TRADE MARK NAME FOR ITS REAL ESTATE TRADING GAME

More people are playing MONOPOLY today than ever before. New York, Hollywood and suburban America... throughout the World MONOPOLY'S the game. Editions at \$3.00, \$4.00, \$5.00.



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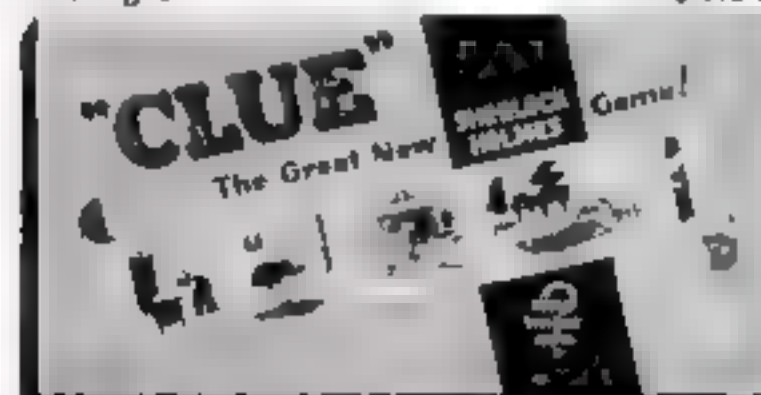
NEW. A game for the times! Prices of Beauty Shops, Coal Mines and Night Clubs rise and decline with surprising rapidity. The winner must be shrewd and fast to come out on top. \$3.00



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## LETTERS TO THE EDITORS

CONTINUED

### THE MIDDLE EAST

Sirs:

My congratulations on your sudden awakening in considering the problem of the Arab refugees of Palestine ("The Middle East," LIFE, Nov. 12)—in trying to enlighten the Western mind about the real situation....

ADIB F. TARRI

Wilmington, Ohio

Sirs:

Your editorial shows how confused your own thinking has become in trying to rationalize our part in the disorder of the unhappy Middle East.... We refuse these exploited people the very things this country fought for: independence and self-government. Did such men as Jefferson, Adams, Franklin, Jackson and Lincoln live in vain? No; for real reform we need no such allies as kings and "strong men."

ARTHUR H. PATTERSON

Sheepscott, Maine

### A PASSEL OF POSSUMS

Sirs:

If the description you gave in "A Passel of Possums" (LIFE, Nov. 12) is accurate, my pet possum must be very exceptional. He makes a delightful pet, he is not ugly and he definitely does not drool.... He can dart forward with amazing rapidity and bite hard, but fortunately he never does this to me or my other pets. Altogether, he is a droll and lovable little fellow

OLIVE M. CATTELL

Westwood, N.J.

### RIDGWAY LETTER

Sirs:

Somewhere between my office and your column the name "Flamininus" has been changed to read "Flaminus" in my letter (Letters to the Editors, LIFE, Nov. 12). The Titus Quinctus Flamininus to whom I referred, victor over Philip of Macedon at Cynoscephalae and subsequent magnanimous liberator of the Greek cities, should not be confused even by the accident of similar names with the Flaminus whose vicarious distinction it was to be slaughtered with his army in an ambush laid by Hannibal at Lake Trasimene some 20 years prior to the event in reference.

M. B. RIDGWAY

General, United States Army  
 General Headquarters  
 Far East Command

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## oh-oh, Dry Scalp!



"HE'LL BE ON THE SHELF himself, if he doesn't do something about Dry Scalp! Look at that dry, mussed-looking hair. It must be next to impossible to comb. And loose dandruff like powder on his coat! He needs a Short Guide to 'Vaseline' Hair Tonic..."

*Hair looks better...  
 scalp feels better...  
 when you check Dry Scalp*



NO WONDER it's a best seller! A few drops of 'Vaseline' Hair Tonic a day check Dry Scalp by supplementing natural scalp oils. Makes a grand difference in the looks of your hair. 'Vaseline' Hair Tonic gives double care to scalp and hair! Try it. Contains no alcohol or other drying ingredients. And you'll find it's economical, too.

## Vaseline HAIR TONIC

TRADE MARK ®

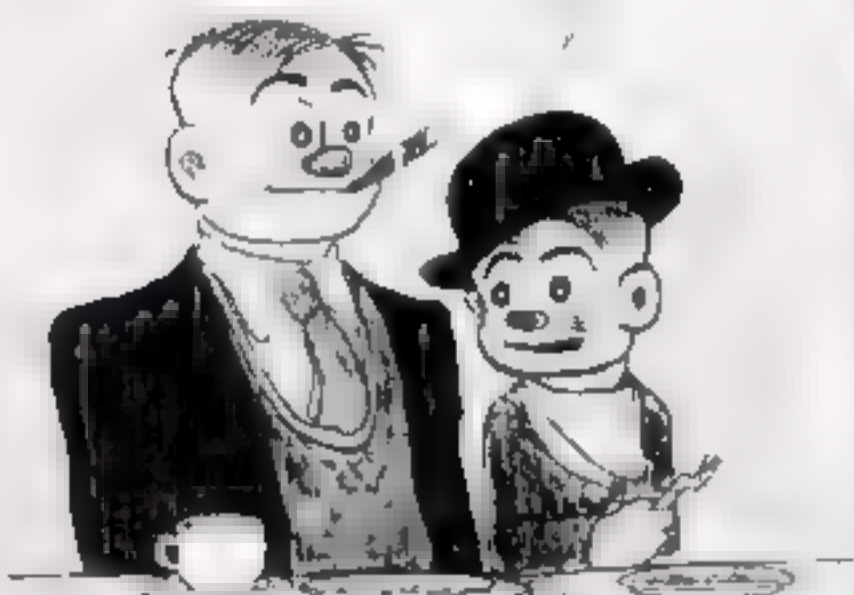
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**WHY?**  
 WHY TRUMAN  
 AINT AT  
 THE TABLE



To  
President Johnson  
with best wishes  
from Willard

I DON'T  
THINK MUCH  
OF MYSELF



I HOPE HELL  
INVITE US BACK  
HERE IN 1953



WITH BEST WISHES!  
GUSTAV LUNDQVIST

1. We shall have a 30 day grace period to pay the balance.



the Assistant Manager  
with best regards

I'M WRITING A POEM  
ABOUT OUR PRESIDENT /-  
LETS SEE --- WHAT  
RHYMES WITH TRUMAN?

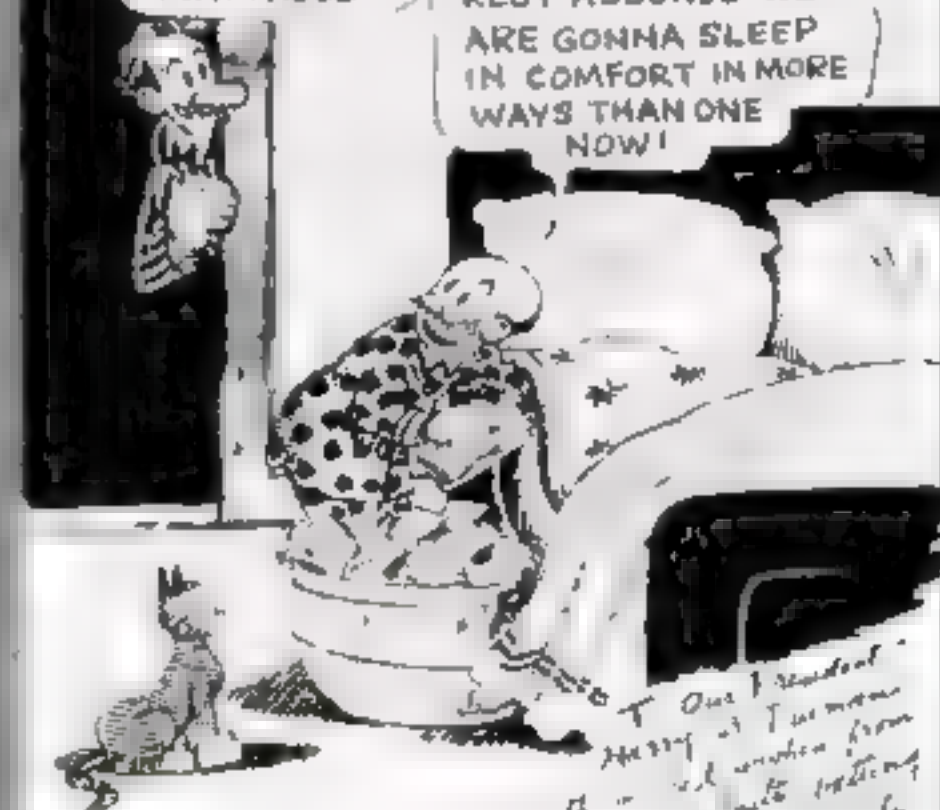
**HUMAN!**



OUR VERY BEST WISHES  
TO HARRY'S - PENSION.  
- Mrs. S. & Son  
in 1924

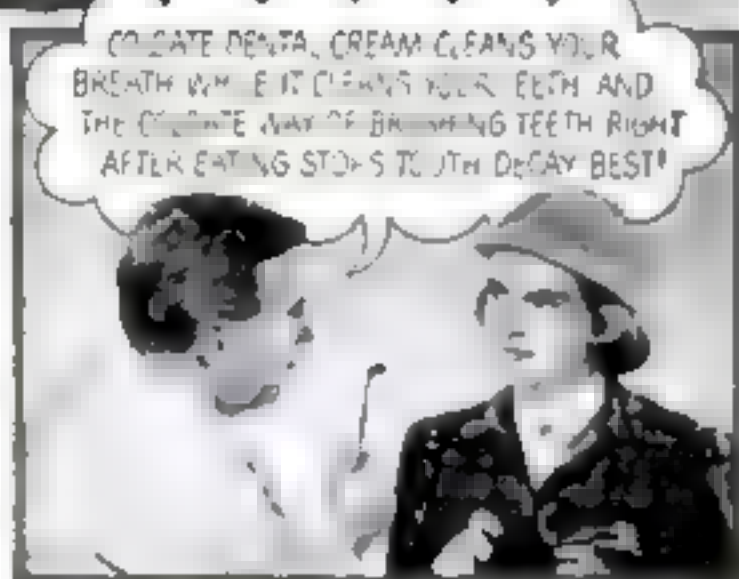
JEFF: WHAT'S THAT  
YOU'RE STUFFING  
IN OUR  
MATTRESS?

DEFENSE BONDS.  
MUTT! YOU CAN  
REST ASSURED WE  
ARE GONNA SLEEP  
IN COMFORT IN MORE  
WAYS THAN ONE  
NOW!



My dear Mr. President -  
I am very glad to hear from  
you and will be glad to see  
you when you are in  
the city.





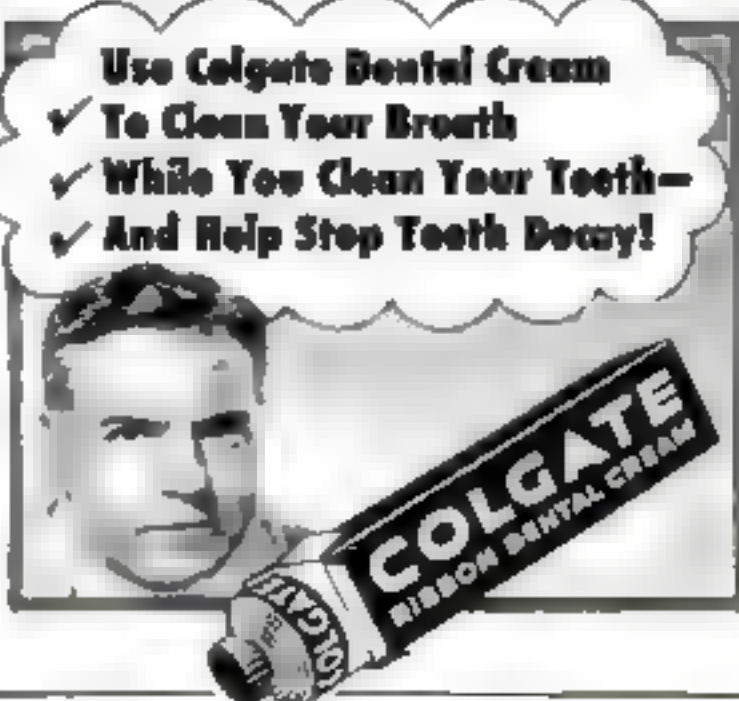
READER'S DIGEST\* Reported The Same Research Which Proves That Brushing Teeth Right After Eating with

## COLGATE DENTAL CREAM STOPS TOOTH DECAY BEST

**MOST THOROUGHLY PROVED AND ACCEPTED HOME METHOD OF ORAL HYGIENE KNOWN TODAY!**

Reader's Digest recently reported the very same research which proves that the Colgate way of brushing teeth right after eating stops tooth decay best! The most thoroughly proved and accepted home method of oral hygiene known today!

Yes, and 2 years' research showed that the Colgate way stopped more decay for more people than ever before reported in dentifrice history! No other toothpaste or powder—ammoniated or not—offers such proof—the most conclusive proof ever reported for a dentifrice of any type!



\*YOU SHOULD KNOW! Colgate's, while not mentioned by name, was the one and only toothpaste used in the scientific research on tooth decay recently reported in Reader's Digest.



CAST OF COMICS included oldtime favorite Abe Kabibble (top), who was revived for Truman, and the current old-maid characters Emily and Mabel.



# School Days

## ARE HOT CEREAL DAYS

Protect your family  
with AMERICA'S  
No.1 HOT WHOLE WHEAT  
CEREAL

**No.1 Natural Protection!** New Instant Ralston—the warm-up, build-up cereal—is whole wheat...double-rich in wheat germ...double-rich in what doctors say is needed daily for energy, steady nerves, alert minds, good appetites.

**No.1 Convenience!** Quicker to fix than any other hot cereal. *Cooks in just 10 seconds!*

**No.1 Flavor!** Rich heart-of-wheat flavor that's delicious! Preferred by millions.

**No.1 Popularity!** More people enjoy Instant Ralston than any other hot whole wheat cereal. Get some today.

**KIDS LOVE IT**  
Served these  
different ways



- Cook in milk instead of water. Makes it extra-creamy...extra-good!
- As it cooks, add raisins, cut-up prunes, figs or dates.
- Serve with pat of butter in the center.

P.S. You can also get 5-minute Ralston. Same fine protection. Only difference is in cooking time.

Enjoy America's **No.1** Hot Whole Wheat Cereal  
AN OUNCE OF PROTECTION IN EVERY BOWLFUL



...and  
Remember

COSTS  
LESS THAN

**2¢**

A SERVING





New Parker "51" ... only pen with the Aero-metric Ink System. \$11.95 up. New '51'

# Always welcome - and the welcome lasts!

**Your gift giving is an assured success, when you choose this world's most-wanted pen.** The pride of possessing a New Parker "51" will grow each day. For when you give this pen, you do more than prove your own good taste. You place within a dear one's fingers an instrument of unexcelled beauty and writing ease.

New Parker "51" is so far ahead in design that everywhere the outstanding men and women in business, the professions and the arts, are quickly finding that they

prefer it to any other makes of pens they may own.

Of all the pens you might choose, New Parker "51" alone has the Aero-metric Ink System. It opens the way to a magical new ease and sureness in writing. And filling becomes so simple!

Gift-boxed New Parker "51" Pens in regular size or extra-slim demi size from \$13.50. Perfect for Service men! Pen and Pencil Sets from \$19.75. The Parker Pen Company, Janesville, Wis., U. S. A.; Toronto, Can.

.....

**Other New Parker Pens which make memorable gifts . . . priced from \$5.00**

**New Parker "51" Special—\$10.00** 51's for ladies. Super-smooth point. 4 colors. 100% cap. Gift boxed with all the pen. \$10.00

**New Parker "21"—\$5.00.** Another color pen at this price. 4 colors. 100% cap. Gift boxed. Pen with pencil. \$5.00

**New Parker Magnetix Desk Sets—\$11.95 up.** For desk or table. In a leather or office, but for boys, or school or travel boxes.

All Parker "51" and "21" Pens are filled with Super-Broom Ink. No extra water needed. They can, of course, use any ink.

Circle 1 on Reader Service Card

## new Parker "51"

PEN NAME FOR THE PERFECT GIFT



## LIFE'S REPORTS



**PINSEL AND SCHNORCHEL**, played by Erich Kestin (left) and Friedrich Steig in one of RIAS' popular programs, satirize fumbling Red bureaucrats.

## PINSEL PROPAGANDA

Comics and commentators at radio station in West Berlin give Communists a bad time

by ROY ROWAN

BERLIN

This Pinsel, now, is sort of a weakling, only a halfhearted Communist. Not like Comrade Schnorchel, who is a 200% Communist if there ever was one. In a bar Schnorchel whispers to Pinsel: "Just look at this pigsty! Not even a picture of Stalin over the piano. Makes me feel lonesome." Schnorchel and Pinsel go out to find—and reprove—the bar owner, who is attending a "Democratic German Soccer Game," featuring a visiting Soviet team. At the stadium, after several hours, Pinsel whimpers: "But Comrade Schnorchel, after all these wonderful welcome speeches and parades it looks like they won't have time to play the game." Snorts Schnorchel: "Remember your party discipline, Pinsel, my boy! Remember your party discipline. The score was decided days ago. The Russians won, 3-2. Very close game, Pinsel, my boy."

To some 10 million people in the Soviet Zone of Germany, Pinsel and Schnorchel seem about the funniest comedians in the world. They are a star attraction of RIAS, a 100,000-watt radio station in the American sector of Berlin which is dedicated to undermining Soviet strength in East Germany. RIAS—the call letters simply stand for Radio in American Sector—is run by the Information Services Division of the U.S. High Commission, and it employs five Americans and 700 Germans. For 21½ hours a day RIAS sends messages of hope, calls to protest, and entertainment through the Iron Curtain. Back to RIAS each day come an average of 400 "fan" letters, written at the risk of a stiff jail sentence and fine.

This heavy volume of mail, coupled with bitter attacks on RIAS by the Soviet-controlled press, is striking proof that the station has become an important weapon for democracy in the struggle for the mind of Europe. The Russians call it a "paid stinking news ulcer" and "worse than poison gas." But the letter writers more often than not close their risky messages by saying thanks for "keeping hope alive behind the Iron Curtain." Some ask for specific information, others report Communist activities that sound like good material for Comedians Schnorchel and Pinsel, and occasionally—so great is the confidence in RIAS—people act first on reports attributed to the station and then write to find out if they were true. Last year, for example, a wild rumor spread through the East Zone that RIAS had issued a call for miners to dig newly discovered uranium in the British Zone. Before RIAS could spike the rumor, 45 miners, with their wives and children, turned up in the station lobby, announcing: "We are ready

CONTINUED ON NEXT PAGE

# "Give 'em Fatima"

Best of All KING-SIZE Cigarettes"

**FATIMA**  
CIGARETTES

Finest  
TURKISH AND  
DOMESTIC TOBACCOS

Extra-Mild

"Extra-Mild **FATIMA** in the smart holiday carton costs no more than the cigarette you're now smoking, but—

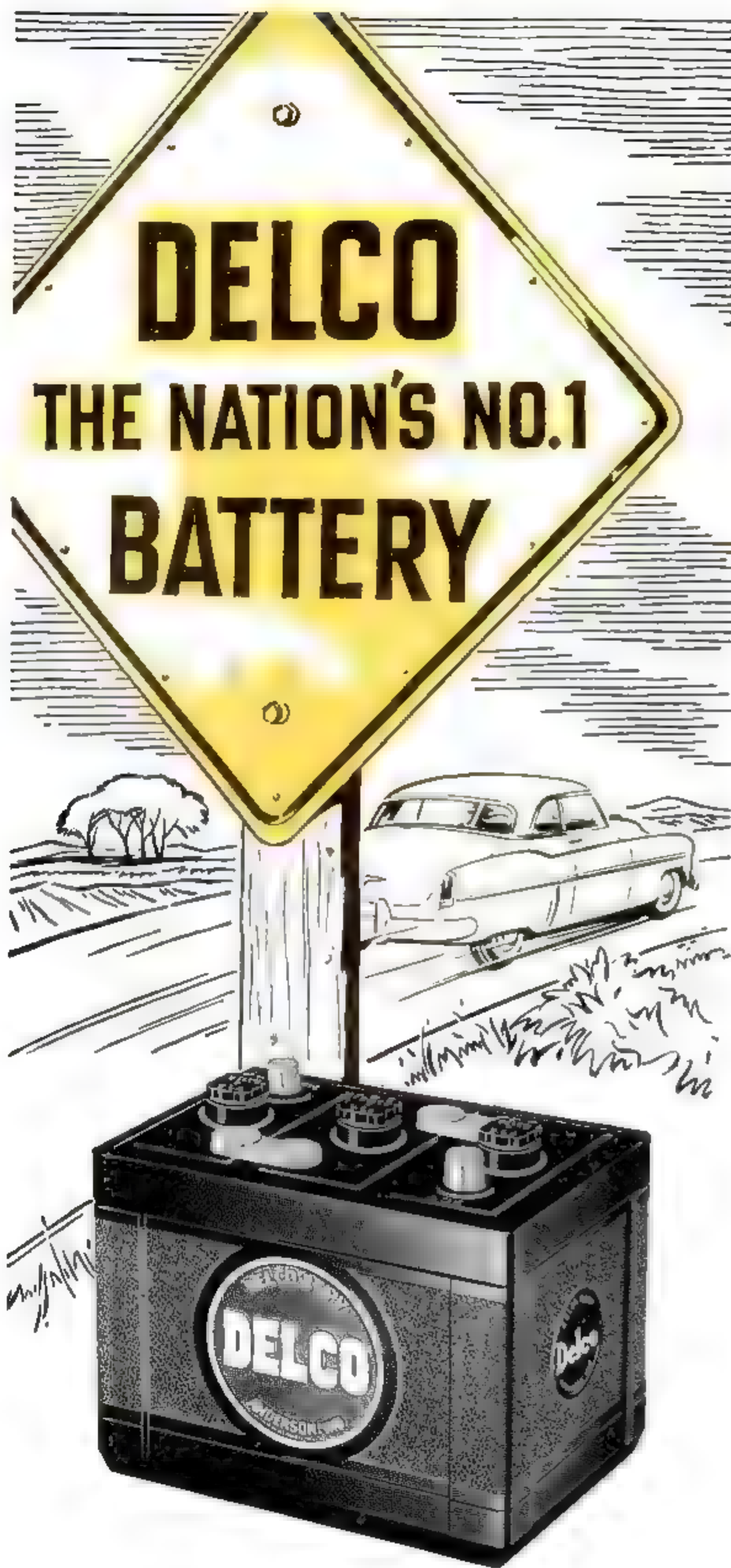
**In FATIMA the Difference is QUALITY"**

Sherman  
(STORK CLUB)

Piffingaleys

Copyright 1951, Liggett & Myers Tobacco Co.





Replace  
with a DELCO  
battery



You can depend on Delco for quick starting and long life. That's why Delco is first choice with automotive engineers for original equipment on cars and trucks . . . first choice with motorists for replacement. Delco is the nation's No. 1 battery—it's the battery for your car!

DELCO BATTERIES—A UNITED MOTORS LINE  
DEALERS EVERYWHERE



STREET BROADCAST finds reporters from RIAS quizzing workers.

#### LIFE'S REPORTS CONTINUED

to start work." In another case, a worried East Zone woman wrote the station: "Dear RIAS: I am getting a divorce. Friends tell me that RIAS reported my husband was a party spy. Is that true?"

In return for their confidence, RIAS is very considerate of its secret Soviet Zone friends. To lessen the danger of listening it broadcasts no loud or identifying acoustic effects, such as chimes or standard station jingles. When prodding workers to protest an unfair Communist "reform," it cautions them to complain in groups of more than 100 men, so no one man can be singled out as a RIAS fan. Important tip-offs, like the warning to Soviet Zone listeners on June 29, 1950 that grain storerooms and mills would be subject to a surprise inspection that week, are made after midnight when spying neighbors are less likely to be out snooping. After that particular warning one listener wrote RIAS: "The announcement saved not only my father, but a number of others in the same business, from having their mills closed."

In answering its East Zone mail, RIAS is both cautious and comprehensive. Replies are sent out on plain white paper as personal handwritten notes, and they are posted in Soviet sector mailboxes. Every effort is made to supply requested information. Recently, for example, a 15-year-old schoolboy wrote: "I am one of the thousands of students who went to Berlin for the Communist World Youth Festival. Now I am back at school and the teacher has asked everyone in my class to write an essay on what he saw. But I spent all my days in West Berlin, returning to the Soviet sector just in time for bed check at night. So now I don't know anything. If I try and then write something wrong I will be expelled and punished. Please, dear RIAS, can you send me a description of what I should have seen in East Berlin?" RIAS quickly dispatched a glowing description of the Youth Festival, calculated to deceive the Communist teacher and maintain

Give year 'round  
**GOOD LOOKS**  
to your  
**YEAR 'ROUND SANTA**



The ideal gift for your  
"MAN OF PRODUCTION"  
"MAN AROUND-THE-HOUSE"



CONTINUED ON PAGE 31





For styling the Schick "20,"  
Carl Otto won the 1951  
Industrial Designers' Institute Award



**The World's Most Shaved Men—**  
Schick engineers keep studying ways to  
make shaving easier—even when it  
comes to preparing for shaves—putting  
shaving gear away and carrying it on  
trips. Thus they developed the unique  
Caddie Case.

**Reach...**  
**and you're ready!**  
*for easier shaving all ways always*

**W**HEN we set out to make the Schick "20"  
the finest shaving instrument of all time  
—that meant the *easiest* shaving, too.

So we even designed an entirely new kind of  
shaver holder. It's the Caddie Case—as handy

as it is handsome. Your "20" sits right in it—  
on your medicine cabinet—ready when you  
are. When you're finished shaving—just park  
your "20" in the Caddie Case.

The shape of this "20" is new, too, light, beauti-  
fully balanced. It even starts with a *snap*—  
when the exclusive Stop-Start Button turns  
over the most powerful motor of its size.

It's Schick's real rotary motor—with selec-  
tively hand-fitted, triple-ground shafts—that  
turn up 17,000 shaving motions a minute.

And just feel those Hi-Velocity Heads speed  
through your whiskers. For we extra-weight

them where weight counts and make them  
self-sharpening, too.

So when you finish, your face looks as though  
it *never* knew or grew a beard. The handy  
Whisk-Its catch all beard clippings—and back  
goes the "20" into the Caddie Case. No clean-  
ing up—no washing down—*nothing to do but*  
*show your face to the world!*

A nearby dealer—or any of the Schick Electric  
Shaver Shops in all principal cities—has your  
Schick "20," complete with Caddie Case.  
Schick Incorporated, Stamford, Conn.

Schick "20" \$24.50 Schick Super \$22.50 Schick Colonel \$17.50



**For the Finest Man on Your Christmas List—**What better gift  
than the finest shaving instrument of all time? Your dealer will  
gladly Christmas-wrap a Schick "20" for you—including its hand-  
some Caddie Case, to make the gift complete.

**Schick "20"**

**MORE MEN USE SCHICK  
ELECTRIC SHAVERS  
THAN ANY OTHER MAKE**

*—better-built for closer shaves*

See Rudolph Hulley in "Crime Syndicated,"  
Schick's Big New Weekly TV Show



# Hand of the Free



**M**ORE than a million people are now enjoying a freedom that was unknown four years ago.

You can describe this freedom in several ways.

It is freedom from the physical strain of pushing a clutch pedal hundreds of times a day in crowded traffic.

It is freedom from any thought of such things as low, second and high gears, and freedom from all the lag and limp of gearshifting.

It is freedom from tension on a long day's drive—the tension of holding

your throttle foot steadily in position. It's the freedom of Dynaflo Drive®—which is now in use on more than a million Buicks.

You feel a new mastery of time, distance, straightaway, curve, upgrade and the open road—when *your* hands are on the wheel of a Dynaflo Buick.

There's a new "sweetness" to the feel of the whole car, even for back-seat passengers.

Power flows in a steady swoop—and it is the eager power of Buick's high-

compression, valve-in-head Fireball Engine.

And Dynaflo Drive even does its share in leveling your ride, along with big soft coil springs on every wheel. We believe, when you try it, you'll agree that no other car rides, handles and performs like a Buick.

How about making 1951 the year *you* discovered Dynaflo Drive?

Come in, and let us start you on that cruise of discovery soon.

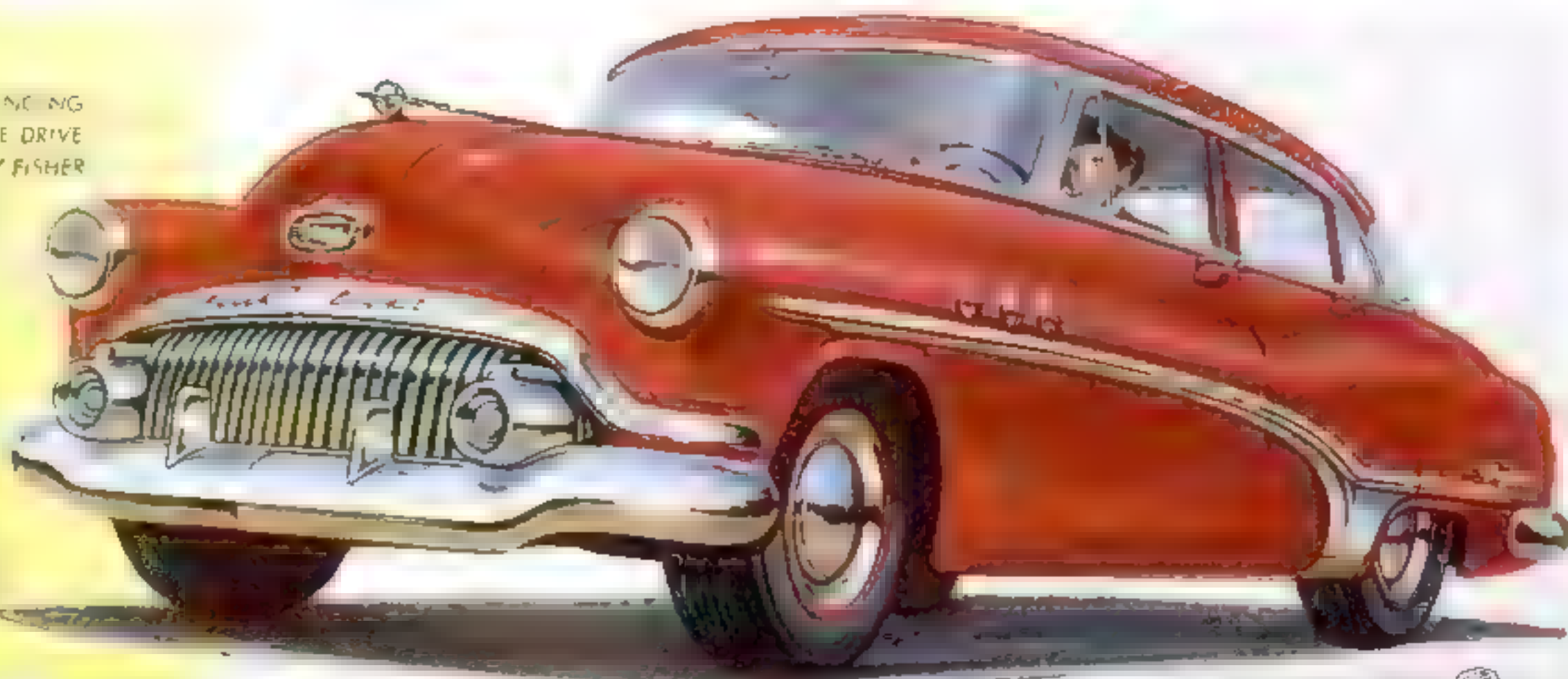
Exhaust system, accessories, trim and models are subject to change without notice. \*Standard on ROADMASTER. Opt. units at extra cost on other Series.

## "Smart Buy's Buick"

**No other car provides all this:**

DYNAFLOW DRIVE® • FIREBALL ENGINE • 4-WHEEL COIL SPRINGING  
DUAL VENTILATION • PUSH BAR FOREFRONT • TORQUE TUBE DRIVE  
WHITE-GLOW INSTRUMENTS • DREAMLINE STYLING • BODY BY FISHER  
WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

**SEE YOUR  
NEAREST  
BUICK DEALER**



Your Key to Greater Value





MAKE YOUR  
Christmas  
Merrier <sup>with new</sup>  
**TEXCEL**  
CELLOPHANE TAPE!



Tightest-  
sticking  
tape  
of all!

Wonderful for  
gift wrapping  
—decorating  
and hanging  
Christmas  
ornaments.

**NEW**  
**TEXCEL**<sup>®</sup>  
CELLOPHANE TAPE

INDUSTRIAL TAPE CORP., NEW BRUNSWICK, N. J.

LIFE'S REPORTS CONTINUED

the loyalty of a young anti-Communist friend.

The Russians have only themselves to blame for the development and great current popularity of RIAS. When Berlin was split by Four-Power occupation, the Russians refused to relinquish even partial control of Radio Berlin. In 1946 the U.S. retaliated by setting up a relatively faint, 1,000-watt transmitter. As the cold war went on, the American wattage was stepped up. In 1948, when the Russians blockaded the city, RIAS, which had boosted its power to 20,000 watts, served as a homing beacon for airlift pilots. By May 1950, when the Reds staged their Whitsuntide rally, East Zone officials were so uncomfortably conscious of RIAS that they trained thousands of marching blueshirts to chant:

In spite of RIAS' angry bark,  
We still enjoy the Whitsun lark.

Today RIAS' "angry bark," which actually is a friendly, well-modulated purr, is heard almost around the clock, in a series of programs that include general news summaries, music and special productions ranging from pointers on stamp collecting to collective bargaining. There are regular forums for farmers, students, factory workers, teachers and office personnel. Many of these are based on smuggled reports or letters from listeners.

Some of RIAS' most effective sniping has been aimed at the new uniform collective agreements which the government has been trying unsuccessfully to force on every East Zone factory since last spring. In a special broadcast beamed to the Zeiss factory workers in Jena, RIAS compared the new Communist contract, clause for clause, with the old Carl Zeiss Statute dating back to 1896. On each condition—hourly rate, overtime, idle time, vacations, sick benefits and pensions—RIAS showed the workers how they would be short-changed. As a counter measure the Communists recently added 100 party instructors to the Zeiss staff to re-educate both the day and night shifts, but the contract still has not been approved. Wrote a Zeiss foreman: "We listen to your 5 a.m. commentaries with great interest. Our workers welcome that information. There are lots of discussions about it on the morning trains. The resistance we are putting up and of which you talk about so often was again expressed in our claim for Christmas gratuities and Sundays off."

"Dear RIAS" letters also include a wide array of the more familiar anti-Communist gripes. These dwell on the meager food

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**NEW!**

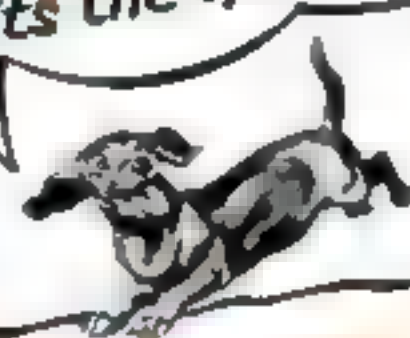


**GAINES MEAL NOW  
HOMOGENIZED\***

*Gives your dog the meal of his life! Meat, milk,  
and fish proteins in more abundant amounts*

**GOOD TASTING!**  
*I never ate a meal that  
could touch it. Dry or  
moistened Gaines  
HOMOGENIZED Meal  
hits the spot!*

**GOOD FOR ME!**  
*I never felt so  
swell in my life.  
Three cheers for  
HOMOGENIZED!*



**\* You can SEE, FEEL,  
SMELL the difference.  
IT'S HOMOGENIZED!**

**SEE** ... no flakes, no powdery "dust"  
... doesn't get pasty or pack down.  
**FEEL** ... the crunchy, tempting texture. You can actually feed it dry. If fed moistened, no stirring is needed.  
**SMELL** ... the appetizing aroma!

It is made by a unique Gaines process which combines all ingredients into crunchy little nuggets guaranteed uniform in nourishment and texture.

New Homogenized Gaines Meal is unlike any dog food you have ever known. Never a meal more appealing to dogs. Or so easy to feed. Never a dog food more thrifty. It nourishes every inch of your dog—is balanced to provide every food factor dogs are known to need.

A Product of General Foods

**Gaines**

America's  
Largest-Selling  
Dog Food!

*"Nourishes EVERY INCH of your Dog!"*





## LIFE'S REPORTS CONTINUED

rations, discrimination against nonparty members on collective farms, rigged elections, political kidnappings and religious persecution. The most interesting show what can come of a trip to the "West." A student wrote:

"Dear RIAS:

"This year I went to Berlin for the Protestant church day and saw the free and democratic side of Berlin for the first time. That strengthened me in my will to answer all requests of the Soviet warmongers with a determined NO."

It is a part of RIAS' plan to get these young men and women to visit West Berlin, and particularly to drop in at the station itself. However, RIAS doesn't want its sympathetic listeners to flee permanently. Instead it hopes to keep them at home to weaken the Red regime. But on occasions like the Communist Youth Festival, when thousands of curious East Zoners streamed across the line to see the station, RIAS puts on an inviting performance. Last August 13,000 students showed up during the festival period. To entertain them RIAS held discussions, concerts and tours from 8:30 a.m. until 9:30 p.m. each day. Their favorite song turned out to be Harry James's *Trumpet Blues* which RIAS obligingly repeated 187 times.

This month the Reds showed just how worried they have become over RIAS. Soviet sector workers are now erecting a giant new transmitter, reportedly to be powered at 300,000 watts and dedicated to drowning out the American "news ulcer." If these reports prove true, it will be the most powerful European station west of Moscow. U.S. officials are frankly worried that RIAS may be jammed off the air, but if this occurs they feel their East Zone listeners will not be much impressed by this typically Russian method of ending an argument the Reds cannot win.



**SIGN** before Soviet-controlled Radio Berlin, which is still located in the British sector, warns anti Reds away, tells them how to find RIAS and a similar British radio station.



### For Christmas...

No need to give "place settings" one at a time, when Community\* Silverplate costs so little. Dinner services for eight as low as \$35.75, including a handsome anti-tarnish chest.



### For Brides...

No gift is more wanted than her favorite pattern in fine Community. Turn to the Community page on the inside cover of this magazine—and see all four beloved patterns now.



### For Keeps...

Your jeweler will show you the famous "Overlay" of solid silver that life-protects Community. See him today—and see her filled with joy when she finds Community under her tree.

*Community*  
THE FINEST SILVERPLATE

\*Trademark of Occida Ltd. Copyright 1961, Occida Ltd.

## Something Special for Somebody Special!

### STITCHLESS *Buxton* BILLFOLDS

Special in the luxury look and feel of smooth Saddle Cowhide. Special in the long-lasting way they're made—not a stitch to rip in the billfold itself, just one self-interlocking piece of leather. Most special of all, the Buxton name—the name in billfolds for three generations.

At better personal leather goods counters.

**\$5\***

Others \$2 to \$35

**LADY BUXTON** with handy picture case, in red, blue, pine green, turf, black or red-and-black.

**MEN'S CONVERTIBLE** with removable pass case and secret pocket, in mahogany, turf or black.

*Your gift is guaranteed for the life of the leather*

**BUXTON, INC., Springfield 1, Mass.**

**New York City • Chicago • Los Angeles • Dallas • Toronto**

\*All prices subject to 20% tax



*here's the gift  
that she'll adore...  
gay new plaids  
by Ship'n Shore*

*You couldn't give a more  
individual gift! Suit each  
personality with a different  
plaid. Colorful combed  
ginghams in variety galore.  
Famed Ship'n Shore quality —  
ever lovely, ever washable.*

*Short sleeves 3.50*

*Long sleeves 3.98*

*Children's 2.50*



**SHIP 'N SHORE**

*Blouses*



Any of these folks  
on your  
gift list?



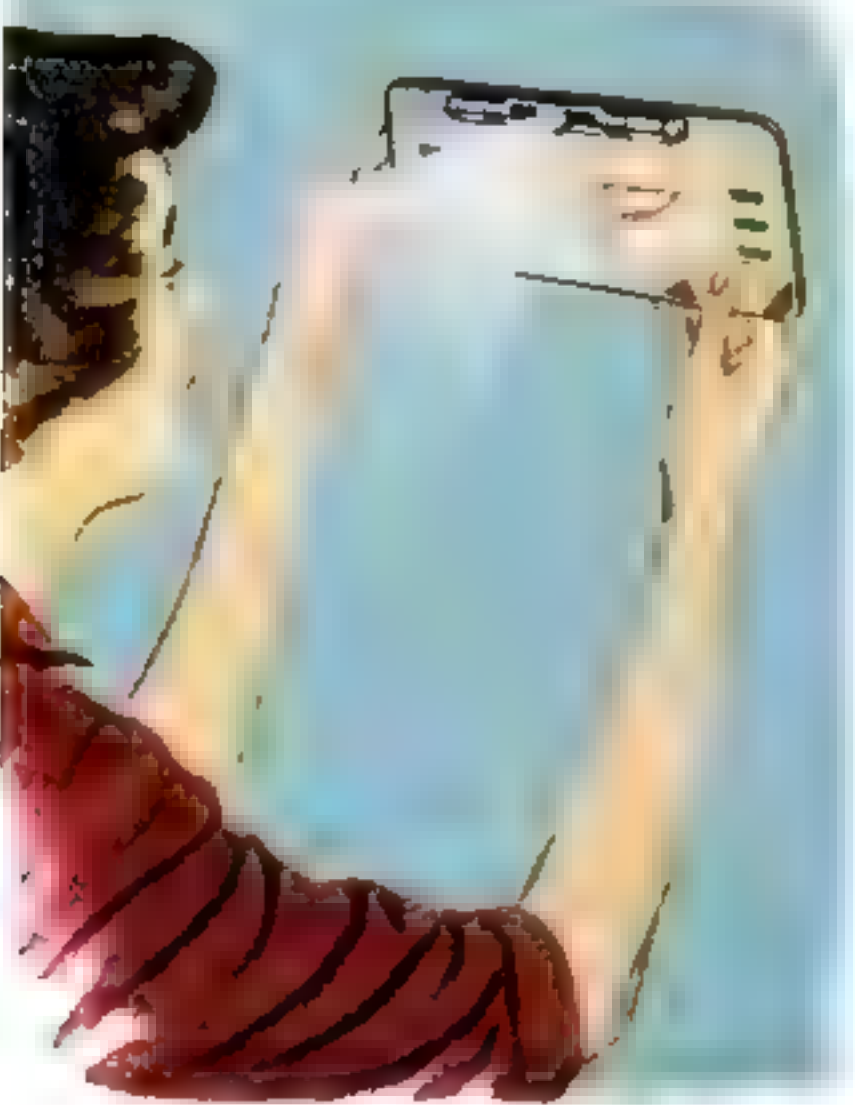
**D.** For any Ford owner who takes pride in his car's looks! Genuine Ford Grille Guard combines beauty with utility . . . harmonizes with the car's sleek lines . . . gives extra safety and bump protection.



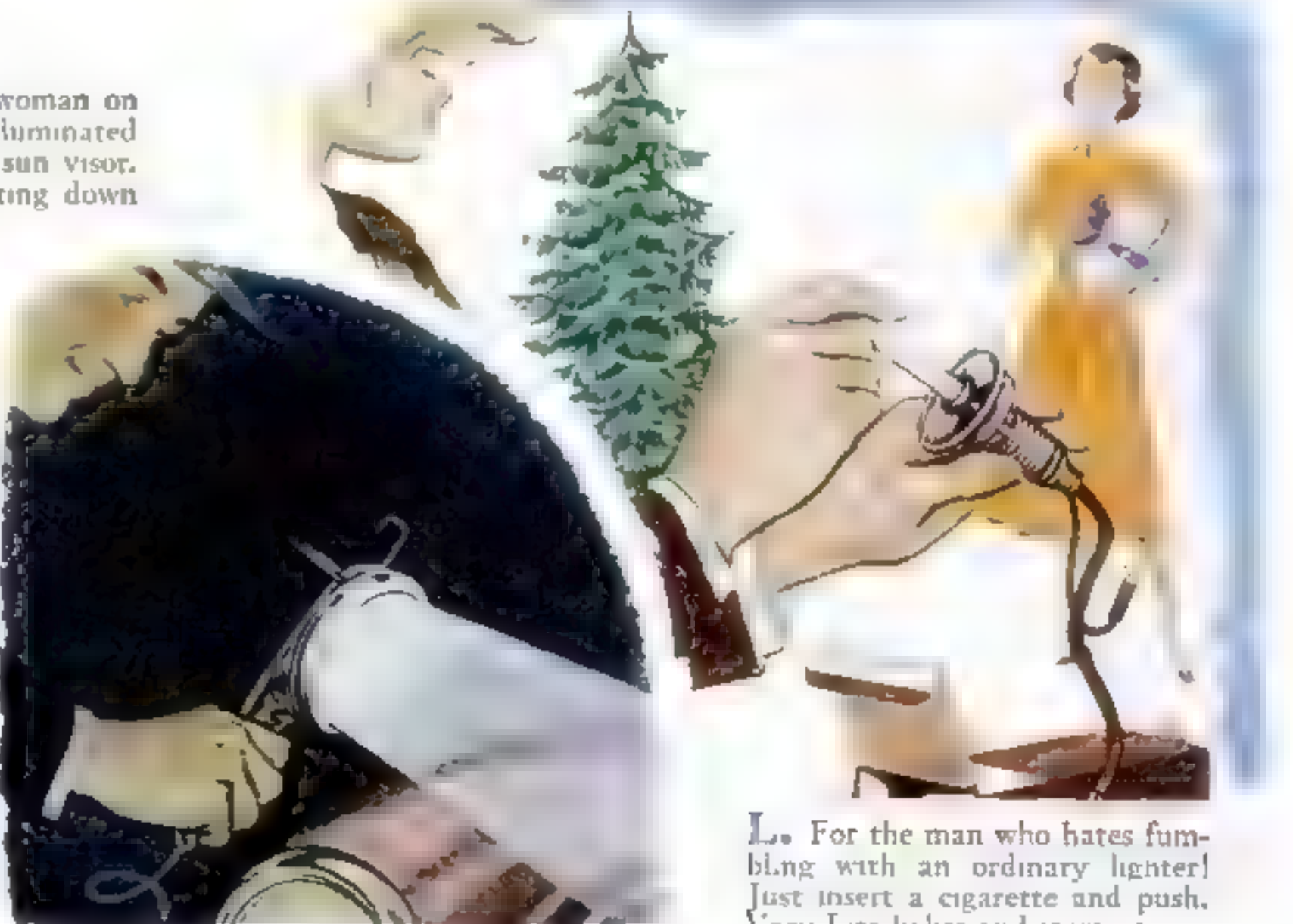
**E.** For the Ford owner who wants the safety of a glare-proof, rear-view mirror for night driving, or the extra convenience of an outside mirror. Several different styles available.



**F.** For that woman on your list who hates opening the window to signal! The Ford Turn Indicator flashes your lights so they can be seen from both front and rear. Fingertip control mounts on steering post.



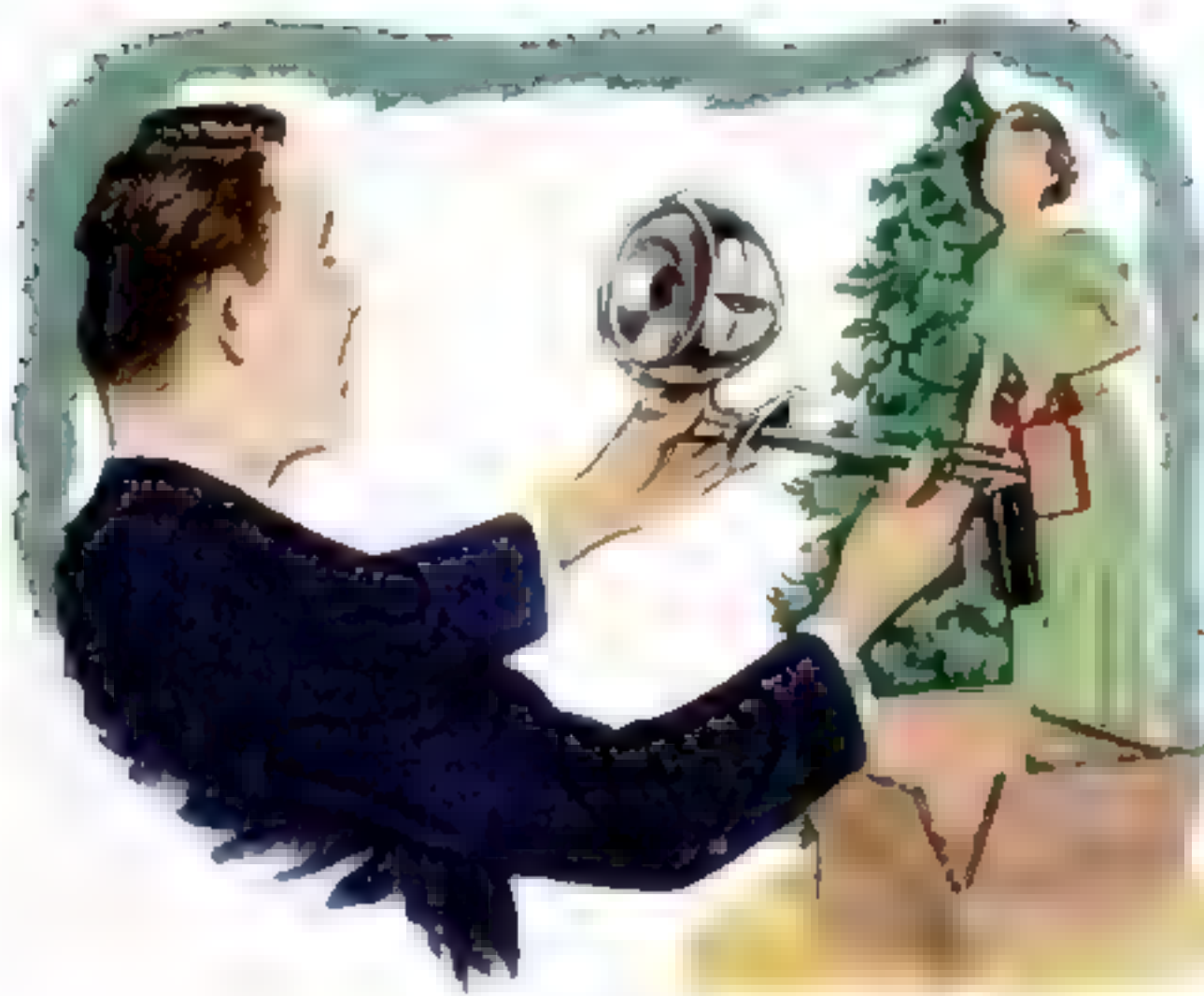
**J.** For that hard-to-shop-for woman on your list! She'll love this Ford Illuminated Vanity Mirror. Ships over the sun visor. Has six etched spaces for jotting down service and travel notes.



**K.** For the man on your list who wants a Ford Portable Spot and Utility Light. Has sealed beam bulb, 11-foot extension cord which plugs into cigar lighter socket. Fits in glove compartment.

**L.** For the man who hates fumbling with an ordinary lighter! Just insert a cigarette and push. Vacu-Lite lights and starts it.





**A.** For the man on your list who'd love a spotlight for his Ford! This handsome Genuine Ford Sealed Beam Spotlight is a real friend-in-need for finding house numbers and road signs at night.



**B.** For the Ford owner who wants a Ford Custom Radio! And if he wants rear seat passengers to hear the radio, too—Ford's Rear Seat Radio Speaker affords easy listening throughout the car.



**C.** For the Ford owner who likes to see where he's going! This "See-Clear Windshield Washer" helps eliminate mud, dirt and insects. Just press the foot control button and two streams of water or solution spray the windshield.



**G.** For the man who wants the last word in year-round, all-climate heating, ventilating, defrosting and de-fogging! With Ford's Magic Air System you get the utmost in motoring comfort, pleasure and safety.



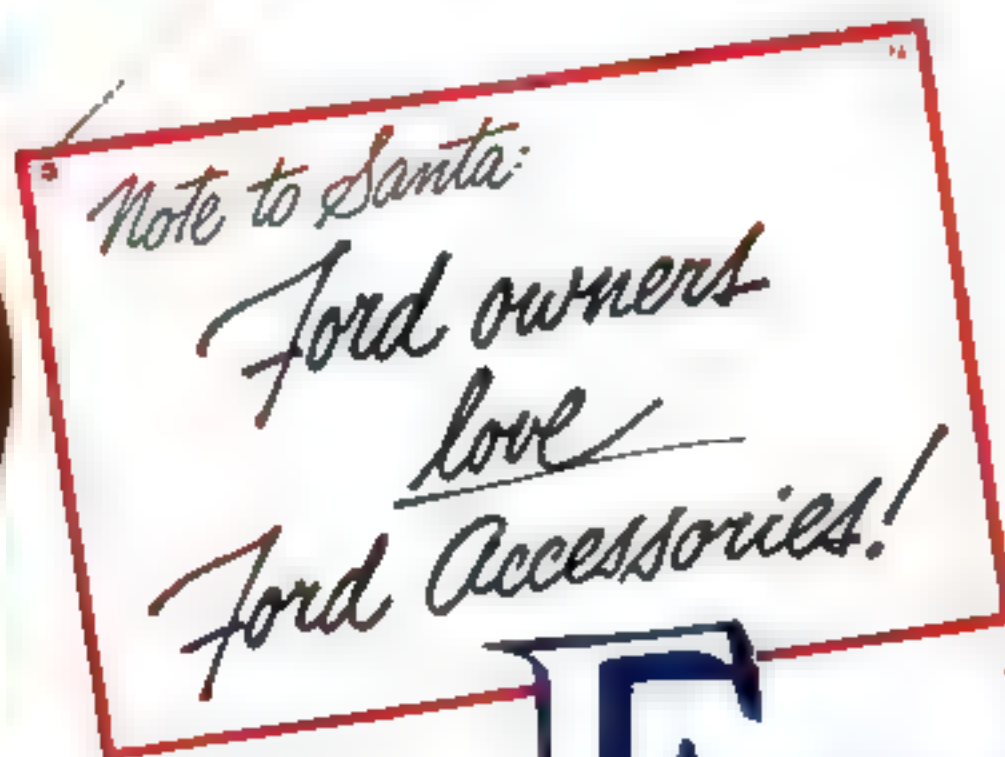
**H.** For any Ford owner who wants to add new richness and sparkle to his Ford, give Ford's Cleaner Wax Polish, Polishing Wax, Body Polish, Foam Upholstery Cleaner, Spot Remover and Polishing Cloths.



**I.** For the lady who knows fabrics! These Ford Seat Covers come in a variety of colors, materials and patterns. They're cut for Fords, expertly tailored for a perfect fit . . . seams are double-stitched for longer life.



**M.** For the man who'd like these additional Ford dress-up and utility items: Wheel Trim Rings, Window Vent Shades, Hood Ornament, Exhaust Deflector, Floor Mats and many others.



101 gifts  
to choose  
from at  
your

**Ford Dealer's**



SHEAFFER'S SENTINEL™  
 PEN, \$15.00; PENCIL, \$5.00  
 BALLPOINT, \$5.00  
 BEAUTIFULLY BOXED IN TWO  
 OR THREE PIECE SETS. OTHER  
 SHEAFFER'S GIFTS FROM \$3.75



# Sheaffer's



*Never forgotten...*  
*the Sheaffer's TM you give will live on in service and increasing satisfaction*  
*long after the other gifts are gone. And Sheaffer's new TM stands*  
*apart - distinguished by beauty and evident fineness.*

NEW | THIN M60

SHEAFFER'S  
 WILL NOT BE DISAPPOINTED



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### LIFE'S COVER

The flannel garment shown on the cover is one of the season's best sellers in Christmas gift lingerie (pp. 115-120). It could be called a long sweatshirt or a short nightshirt, has a snug-fitting knit cuff to keep it from riding up (M. C. Schrank, \$4). Despite its leopard spots, Lord & Taylor has named it the Tiger Lal. Wearing it is Susie Parker, who started modeling at 14 during summer vacations. Now 19, she is married to a Rutgers University student, commutes to work in New York from their Bucks County, Pa. home and, as a strictly brought up Southern Baptist, neither smokes nor drinks.

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Get fast pain relief with...

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Doesn't upset the stomach!

IF YOU SUFFER FROM ARTHRITIS OR RHEUMATISM, ASK YOUR PHYSICIAN ABOUT BUFFERIN



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Every little girl is a mother at heart. That's why she has such a world of fun caring for her darling doll . . . putting the doll to sleep . . . dressing her up . . . and above all caring for her hair. There's sheer delight in shampooing the doll's hair and giving her a play wave.

No wonder the Toni Doll—with magic nylon hair you can actually shampoo, wave and style—has become the doll that's first on Santa's list.

Just as the Toni Doll is the best-loved doll, Toni Home Permanent is the world's best-loved wave. More mothers and daughters have Toni waves than all other home permanents combined.



Toni Doll available in all of U. S. and Canada



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**THE CHINESE CLASSIC.** What a wonderful family gift a Stromberg-Carlson will be. 19" TV combination... AM-FM radio... 3-speed automatic record-player. In mahogany or hand-decorated on ivory, green, red or ebony. Or...



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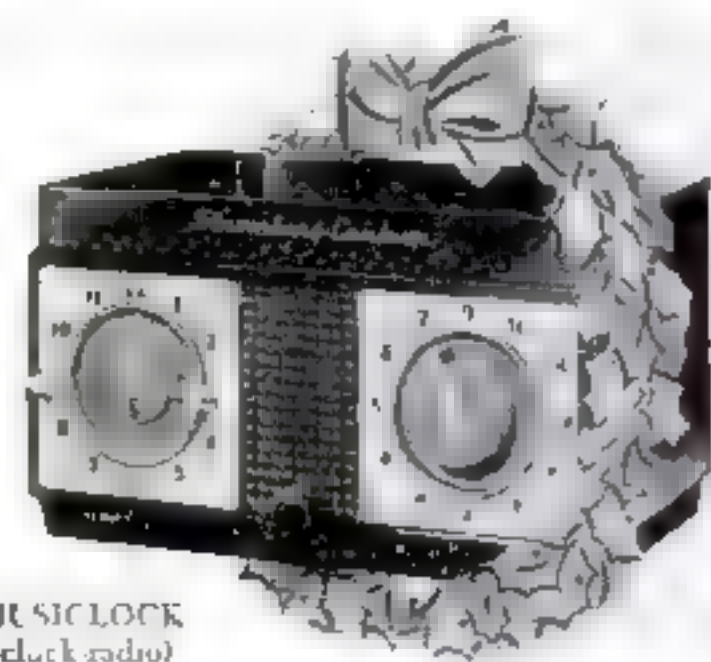
**THE 18th CENTURY.** Exciting complete home entertainment in beautiful period cabinet. 20" TV... AM-FM radio... 3-speed record-player. Famous Stromberg Carlson audio system. Hand-rubbed mahogany veneers. Or...



**THE STAFFORD.** The excellence of Stromberg-Carlson performance in a table model. Big-picture 17" TV... fine tone quality... phono jack. Inclined safety glass to make screen reflection-free. Compact mahogany veneer cabinet.

FOR YOUR FAMILY'S CHRISTMAS... *"There is nothing finer than a*  
**STROMBERG-CARLSON®**

Stromberg-Carlson television is priced from \$289.95 to \$975 including excise tax, warranty extra. Radios and radio-phonograph from \$34.95 to \$289.95 (slightly higher South and West)



**MUSICLOCK**  
 (clock radio)





A GROUP OF REFUGEES BUNCH UP ON TINY ISLAND (UPPER LEFT) CUT OFF BY BOILING PO NEAR ROVIGO. STRANDED WITHOUT FOOD, THEY EVENTUALLY WERE RESCUED

# FLOODS BRING DISASTER DOWN THE PO

Day after day, with no letup, unseasonably heavy rains soaked Italy's broad valley of the Po between the Alps and the Apennines. Day after day, south winds drove Adriatic tides up into the low delta of the Po and its tributaries. Finally after three weeks the swollen crests of the Po River and of its sister stream, the Adige, smashed into the backed-up tides, and northern Italy's breadbasket was overwhelmed by its most devastating flood in modern times.

In some places the rivers rose 30 feet, trapping victims on high ground before they could flee (*above*). The waters lapped at the feet of such history-crustured towns as Cremona, Padua and Mantua, and spread out over 600 square miles of farms in a dreary sea, fetid with carcasses of drowned animals, floating debris and uprooted coffins from cemeteries. The worst came when the rivers spilled over the Polesine, a lush, low saddle of farmland between the Po and

the Adige. Rovigo, a city of 45,000, was cut off and had to be abandoned. At Adria, 15 miles downstream, where the people fled too late, British and American amphibian planes and helicopters and a fleet of rowboats were marshaled to rescue 20,000 people. Authorities imposed a strict 7 p.m. to 7 a.m. curfew and ordered looters shot on sight. Two men who stole a pig were caught by the *carabinieri* and executed even before the pig could die of hunger.





IN ROVIGO, PREMIER DE GASPERI COMFORTS MAN WHO LOST HIS FAMILY

## PEOPLE STRUGGLED AND WEPT

The valley's agony could not easily be gauged, as Premier Alcide De Gasperi learned while directing relief measures at Rovigo. He met a man (above) who, having lost wife and five children, had nothing left to ask of life but that his surviving soldier son be granted a few hours leave to mourn. There were some things that could be measured, but only roughly: dead, at least 150; homeless, more than 200,000; property loss in three main flood areas (map, below), anything from \$36 million up, in wrecked buildings, buried farms, ruined sugar-beet crops and drowned livestock.

By the end of the week the Po had begun to fall and in some places was below the level of waters on nearby farmlands. Only a few holdouts still clung stubbornly to their marooned and ruined possessions, refusing rescue. The rest had been saved from the classic flood havens on rooftops and in churches.

Amid misery, Italy's Communists made hay while the rains fell. Food issued by a Communist committee was distributed as gifts of the party. From the heavily Communist Florence area spread whispers that U.S. atomic tests had brought the rains. The tale gained such momentum that even *Il Mattino*, a Christian Democratic paper in Florence, printed it as a rumor.



**VALLEY OF WATERS** is Italy's best farmland. High water (shaded) struck their first hard blow at left, where the rivers swarmed over banks from Cremona to Mantua. Flood caused the most damage in the delta where rivers met tides.



**ON ROOF TOP** misery strains the faces of a group who found temporary tuary from the deluge. A few such roof squatters scorned safety, decided to sit it out and guard their water-soaked possessions. These rebels were fed by rowboat.



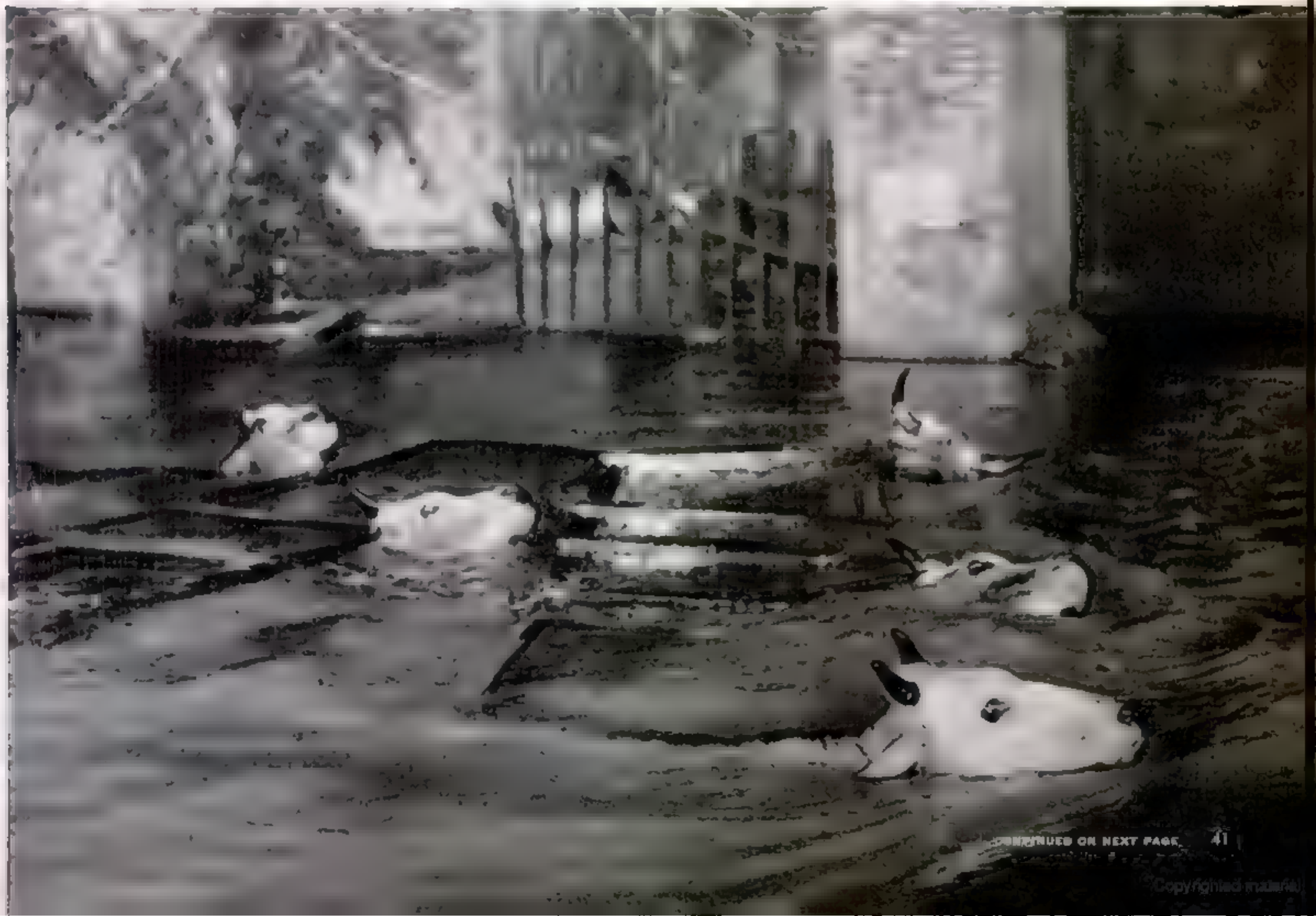
**IN CHURCH SQUARE** in Grignano di Polesine village refugees stayed down the church steps, in a truck, wagons and autos, while a rowboat brigade picked them up few at a time and ferried them from flood area to safety on high ground.





**PICK-A-BACK TO SAFETY** (*above*) brings stranded woman to high ground in Po River. Here, rescuers, working by torchlight, strain against the force of the current to haul up her pot for salvage cargo—two soggy rolls of belongings.

**SWIMMING TO DEATH**, wide-eyed cattle (*below*) swirl downstream at the mercy of the current. Most of the panic-stricken animals still struggle, but one in background appears already to have given up the fight and started to roll over.







**VICTIM** is dug from mud by relief crew at Tavernerio near Como, where landslides of quarry rock and dirt crashed through a cluster of houses. Tavernerio's death toll reached 18. In this man's family, five other persons also were killed.

**COFFIN** floats in a macabre mess of wooden crosses and funeral flowers in flooded Adria cemetery. Adria interrs many of its dead in vaults above the ground, but a six foot surge of water soaked open graves and invaded even the crypts.







# TAFT'S FOREIGN POLICY

## IT IS STILL HIS WEAK POINT—THOUGH HIS PRINCIPLES CONTAIN THE MAKINGS OF A GREAT ONE

As *LIFE* has mentioned before, the chief doubt about Senator Taft as a potential president is his record on foreign policy. With characteristic honesty, he has now put this record in a book (*A Foreign Policy for Americans*; Doubleday: \$2). Despite many reassuring statements, it will not dispel his critics' doubts. Foreign policy is simply not the senator's long suit, as he has admitted more than once. ("I do not claim to be an expert . . . I may be completely wrong.")

One odd effect of this book is to make Senator Taft's foreign policy sound very much like Truman's and Acheson's. He has opposed them in detail, and is a devastating critic of their failures and inconsistencies (especially in the Far East), but one naturally asks what Taft would have done in their place. That is not satisfactorily answered, and when one follows his positions on the issues of the last six years, one might conclude: about the same, only less. He has gone along with most of Truman's measures for foreign aid, though reluctantly and with repeated efforts to cut the cost. He accepted the Atlantic Pact once we were in it, but tried to put a limit on the number of U.S. ground troops in Europe. He is for opposing Communism "at every possible point where it is within our capacity," but would measure our capacity by an arbitrary budget ceiling of about \$75 billion.

Moreover Taft shares at least three blind spots with the Acheson crowd. He worries, as they have, over whether any forward gesture on our part will "incite" Russia to war. He is devoted to the obsolete principle of nonintervention, one of the State Department's favorite excuses for inaction. And he also shies away from the use of American power on another assumption shared by State Department people: the assumption that U.S. inaction is never criminal; that the British (or somebody) will still keep order in the world if we don't; and that things are never as bad as they seem. "People don't completely collapse," said Senator Taft in 1947, chafing over the Marshall Plan. As one critic has put it, Taft sees foreign countries not as people but as colored areas on a map.

### Government, prophecy and law

Taft is not, of course, an isolationist; this book and his recent record alike make that plain. Even if he wanted to, and even if the American people wanted to, no responsible president could possibly get out of the major obligations, past and to come, which the nature of the world imposes on the U.S. Taft believes firmly in a policy of "the free hand," and would have made fewer verbal commitments than Acheson, but he never ducks a commitment once made.

An old French definition of statecraft says: "To govern is to foresee." Taft's record as a prophet is mixed. He underestimated Nazism, but he foresaw that Communism would be even more of an ideological menace to the U.S. And yet he was at first "very dubious" about the Marshall Plan because "the Russian menace" had not yet become "apparent." He

is still inclined to low-rate Russian might. In all of this, of course, he may be quite right—just as, by his own refreshing admission, he may be quite wrong. But he is certainly wrong in one respect: his views, however brilliantly critical, are devoid of that mixture of foresight, firmness and creative imagination which the world calls leadership.

Indeed Taft is frankly skeptical about leadership, and would rather offer the world something else: a good example of a free people minding their own business. Unfortunately, the day when the U.S. could get away with that modest assignment is long since past. It is for this reason that a lot of would-be Republicans wish they could vote for Taft as "domestic president" and somebody else for foreign affairs.

### How would he translate?

But this is a complete misunderstanding of politics. If Taft is good for the U.S., why not for our relations abroad? A good foreign policy must always be consistent with what the American people are doing and thinking at home. Those who want Taft at home should therefore consider carefully whether his peculiar merits might not translate well abroad. They just might.

Prophecy is not the whole art of statecraft, especially of American statecraft. In fact the American idea of government is to reduce the need for prophecy by subjecting human affairs to law. In this way we have also been able to limit the direct role of government, knowing as we do that all governments have a dangerous tendency to expand indefinitely and take too much power.

For 20 years all governments, including the American, have been doing just that. Against this fateful trend, this neglect of basic American principles, Taft has firmly set his hand, and is thereby on the right side of what may be the issue of 1952.

Foreign policy is a big part of this issue because the Truman government is rightly or wrongly suspected of willfully using the chronic crisis in our foreign affairs to blackmail the people into giving it more power and money than it really needs. There is little doubt that the President (in Roscoe Drummond's phrase) "has been hoarding power in foreign affairs which ought to be shared with Congress and with the country." Taft constantly fights this "hoarding" and would presumably himself be less guilty of it. There is also no question that our foreign policy has been fantastically expensive. As Senator Byrd pointed out the other day, President Truman has collected more taxes from Americans in six years than his 31 predecessors put together collected in 156 years. Taft's concern for economy is clearly not just a nig-gard's; it is a deep and fearful concern which many taxpayers have begun to share.

Could Taft, as president, translate this American principle of limitation of power into a successful foreign policy? His own critical intelligence would not permit him to translate it into inaction. For he would

rapidly discover, if he does not know already, that the world order today lacks two main preconditions for a system of limited governments, even the free world. These two preconditions are a common respect for law and a common definition of money.

### The two basic problems

These preconditions have been lacking for 20 years or more. It is the measure of the failure of our foreign policy that despite all the international agencies we have helped create, and despite all the dollars we have given away, law and money are less international than ever.

If Taft, besides maintaining the military security of the free world, were to concentrate his foreign policy on the solution of these two problems, he could be a success. The problems are not easy, but they are fundamental. Until the major currencies are freed from exchange controls and made wholly convertible, economic freedom will not be secure. When Taft tackles this one, he will have to change his high-tariff prejudices or his opposition to Point Four or preferably both. But if he solves it, he can stop Truman's "donation diplomacy" by letting foreigners off the dole and enabling them to earn their own way in a true world economy, the first in a generation.

As for the resurrection of law, that one is even harder; yet Taft is perhaps likelier to see it clearly than any other candidate we have. He is a lawyer who happens to take law seriously, even international law. His book is full of long, quibbling analyses of our exact obligations under the U.N. charter, but it also contains very flat assertions that the charter, instead of being a big-power alliance, should have been based on law and justice. He also sees possibilities in the Atlantic Pact for an organization based on law and justice, possibilities which the State Department, preoccupied with the pact's military purpose, neglects. His whole career is a reminder that law is the hallmark of a civilized people. He was the first presidential aspirant to defy public opinion by denouncing the false legal basis of the Nürnberg trials.

If a President Taft could confront the chaos of the world without losing his faith in law, he might do a very great thing. He might re-instill in the free world a faith in law and in a universal moral order, such as he and his country were brought up with. He might point the free world toward a common vocabulary of right and wrong.

Perhaps Taft would not even try to do these great, simple things in the world. If not, the U.S. and its friends would pay a high price for the other satisfactions of electing him. But it is perfectly obvious that any similarity between Taft's foreign policy and Truman's is illusory and coincidental. Taft is so different from Truman that his presidency would have to be different. If he carries the difference to the basic problems of world freedom under law, it would be very much better indeed.





## VATICAN PAPER PUBLISHES PHOTO IN PROOF OF FATIMA MIRACLE

At the anniversary of the miracle of Fatima this year (LIFE, Nov. 5), Cardinal Tedeschini told crowds of Catholics at the Portuguese shrine that last year Pope Pius XII had a vision similar to that seen by three children of Fatima 34 years ago. The children saw visions of the Virgin Mary, and at the final vision the sun danced in the sky. Thousands of spectators at Fatima reported that they too had seen the strange antics of the sun.

The Pope declined to comment on the Cardinal's announcement, but two weeks ago the Vatican newspaper, *L'Osservatore Romano*, published

new information in picture form (above). This picture, showing the sun near the horizon, was dated 12:30 p.m., Oct. 13, 1917, the day of the final vision. There was no eclipse recorded on that date, the sun's blackness, said *L'Osservatore*, was caused "by its very rapid rotation." Such a mid-day position cannot be explained scientifically, no astronomical observations in other parts of the world verify that it happened. The picture, said *L'Osservatore*, was of "rigorously authentic origin" and had been taken by a witness with a camera who "succeeded in fixing the exceptional scene."





BATHMAN KONOMI LOOKS UNFAZED BY CHARGES

## TUB AND A RUB— MILK OR LEMON?

### Tokyo luxury bath investigated

Neck-deep in warm water, solicitously attended by plump Japanese girls wearing pale blue playsuits, dozens of Korea-weary GIs in Tokyo were agreeing that baths at home were never like this. At the Tokyo Hot Springs, a five-story half-million-dollar bathhouse just off the Ginza, the Americans were sharing with well-heeled Japanese businessmen a modern form of an old Japanese custom, the public bath. There are 130 girls at the Tokyo Hot Springs, all of them, in keeping with the "Turkish" atmosphere of the place, called "Miss Turko." For less than \$2 (tips extra) a man can get a steam bath, a dip in a green- or pink-tiled tub with soaping and rinsing by Miss Turko, a massage, another bath administered by Miss Turko, topped off with a manicure and pedicure. For extra fees there are milk, lemonade and perfume baths, and for after-bath pleasure there are two bars, a dance band and several restaurants—one each for eel, raw fish and chicken dinners.

The Hot Springs was built by a fat, pomaded ex-black marketeer named Ujitoshi Konomi, who got permission and materials to build, on his plea that the poor unwashed did not have a proper public bath to go to. But few of the city's poor could afford a trip into the bathhouse Konomi built. Soon indignant Chinese, Philippine and Indonesian diplomats began asking the Japanese Foreign Ministry how a country too impoverished to pay them war damages could afford a place like the Hot Springs. Official investigators went to look. They reported that Konomi was not running a palace of sin, although he had put over a fast one by building a playhouse for the rich instead of a workmen's resort. But no one wanted to pull the plug out of Konomi's tubs and his clients were in little danger of losing their lemonade baths.



EAGER FOR BATH, a GI trots down the corridor toward a private bath, ushered by a Miss Turko (left)

and a receptionist. Two mass public baths in the Tokyo Hot Springs are much cheaper but less luxurious.

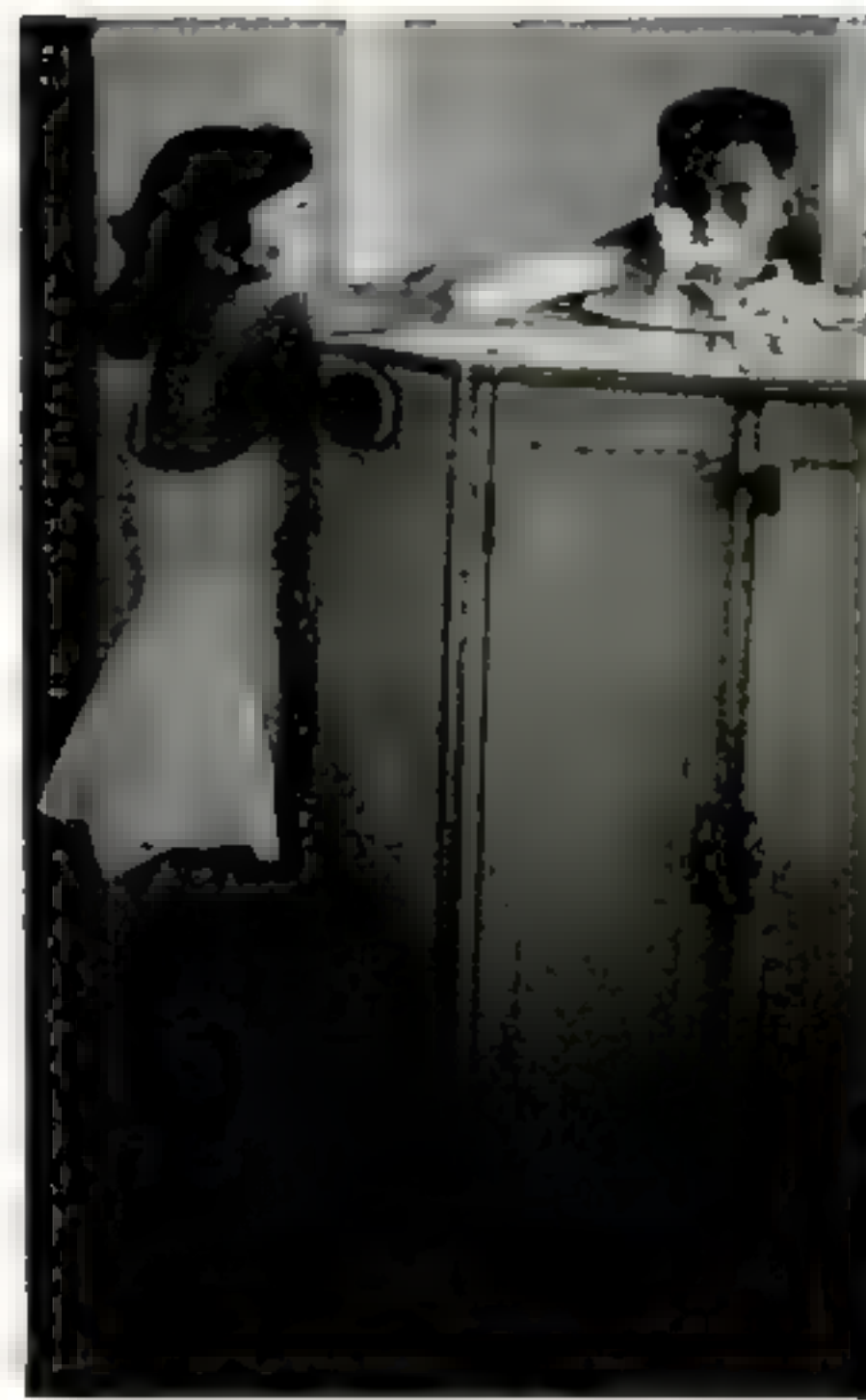




**GREETING CUSTOMER,** a Miss Tarka stands at door leading to steam box, tub and massage table.



**EXTERIOR IS FANCY,** with a broad expanse of windows and spiral staircase down from roof garden.



**PATRON COOLS OFF** with a refreshing steam of beer brought to him in steam cabinet by serving girl.

MILK BATH IS GIVEN IN ROUND, RASPBERRY-COLORED TILE TUB. APPROXIMATE RECIPE FOR BATH: ONE CAN OF POWDERED MILK TO 50 GALLONS OF WATER.







CUT UP FOR SCRAP, A STEAM LOCOMOTIVE LIES IN PIECES IN HUGE NEW SCRAP YARD IN GIRARD, OHIO



SOME OF 212 CITY TROLLEYS BURN IN BROOKLYN

## STEEL STARTS A SCRAP HUNT

**Shortage is starving the mills**

Last week, as their furnaces roared ahead at a record rate trying to turn out an unprecedented 108 million tons of steel in 1951, U.S. steelmen were in a state of alarm over the critical shortage of scrap. Steelmen feel that the most efficient way to make their product is to mix scrap half and half with pig iron, and the industry is now so geared to scrap that it cannot operate full scale without it. Washington had already ordered a cutback on nondefense steel to 50% of pre-Korea days. But even at this, the steelmen were out on a scrap-hunting prowl. In Racine, Wis. steel salesmen volunteers (opposite page) visited every steel-consuming industry in the county and came up with 2,150 tons, enough to keep a big mill running 8 hours. In Brooklyn, N.Y. the wood was burned off old discarded trolleys which yielded 3,000 more. But the mills, which will use 54 million tons of scrap this year, will need even more next. What had started as a simple shortage had suddenly turned into a national emergency.



ANVILS ARE LOADED from scrap heap to truck as some of the volunteers for Racine drive watch.



ANVILS ARE MELTED in an open hearth 100° furnace at the Inland Steel plant in East Chicago.



TOP SCRAPMAN in Racine was "Casey" Jones who got 560 tons and got prize from Miss Racine, J.L.









**A WELL-BEHAVED VISITOR**, Tommy, in elaborate bow, stretches out on a desk in the second grade at Alta Brown School. Visits to schools began when Mrs

Owens, then enrolling her children in school, jokingly asked the principal if she could enroll a lion. Principal demurred but said he could pay a visit, which he did





STALKING ACROSS TABLES, TOMMY GETS TOO CLOSE FOR SYLVIA WEDEL'S COMFORT. REACTION IN REAR VARIES FROM ENCOURAGEMENT TO EXCITEMENT

## LION IN CLASS

The Owens had a little cub,  
it followed them to school

By last week, a lion cub had become a well-known figure in Garden City, Kan. educational circles. He had visited four public schools and had paid his respects to the parochial school as well. The students were delighted at his visits and the teachers found that a five-month-old lion was not much more trouble than a 5-year-old human.

Tommy had been discovered in a downpour lying in two inches of water outside his mother's cage last

June by Claude Owens, the zookeeper at Garden City's Lee Richardson Zoo. When his mother did not rescue the hour-old cub, Owens picked him up and took him to his home. Brought up at first on baby formula spiked with lime water, he now eats chopped horse meat and vitamin drops. He proved so friendly that Mrs. Owens began taking him to school. To date not one parent has complained about the lion cub. By next spring Tommy will be back at the zoo.



AT SNACK TIME in the Owens home daughters feed him strawberry ice cream.



AT READING TIME Tommy chews on Judith's foot while she and Janice read their comic books. Tommy's new teeth are not dangerous.



AT NAP TIME Tommy cuddles with his playmate, the Owens' dog Bootsie on rug.





PRESIDENT STARTS EVEN-STEPHEN WITH CLUB PRESIDENT MRS. MORRISON



HE SHOUTS DOWN THE TABLE WHILE WAITING TO BEGIN ON HIS FRUIT CUP



HE VIGOROUSLY POURS SALT INTO TERRAPIN SOUP AS SOON AS IT IS SERVED



... AND COMMENCES TO GULP IT DOWN BEFORE MRS. MORRISON GETS HERS



SHE KEEPS UP WITH HIM ON THE NEXT COURSE, BREAST OF CAPON ON HAM



... BUT HE PULLS AHEAD ON THE DESSERT, STRAWBERRY ICE-CREAM PIE

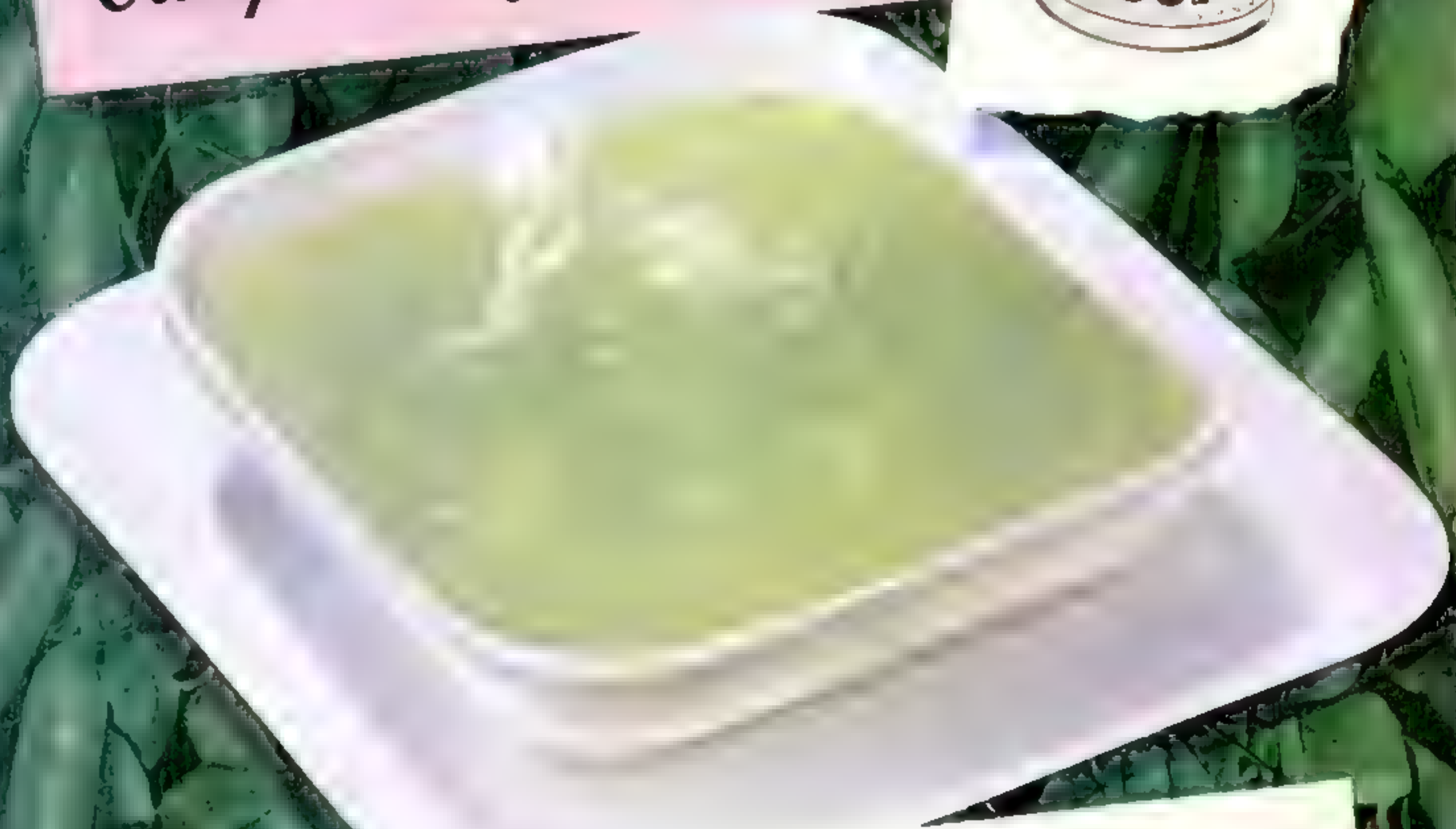
## FAST FEEDER

Official dinners are something of a trial, even when the company—475 regular Democrats assembled at the annual banquet of the Woman's National Democratic Club—is choice, and the hostess—club

president Mrs. Fred W. Morrison (*above*)—charming. When you've been through as many of them as President Truman in his official career, the important thing is to get them eaten as soon as possible.



Extra Nourishing!  
Extra Good!  
Campbell's Green Pea Soup



A DELICIOUS PURÉE OF  
CHOICE GREEN PEAS  
AND TABLE BUTTER!

Here's why your whole family will  
love this oh-so-delicious soup! . . .

A fine soup for blustery days is this . . . extra-rich, extra-nourishing, extra-flavorful! Yet it's smooth as velvet . . . with a June-like fragrance about it that carries you back to sun-drenched summer gardens. Choice green peas . . . fine table butter . . . make it unusually high in energy-value. Children especially love it prepared with milk. Try it! You'll soon understand why Campbell's is America's favorite pea soup!

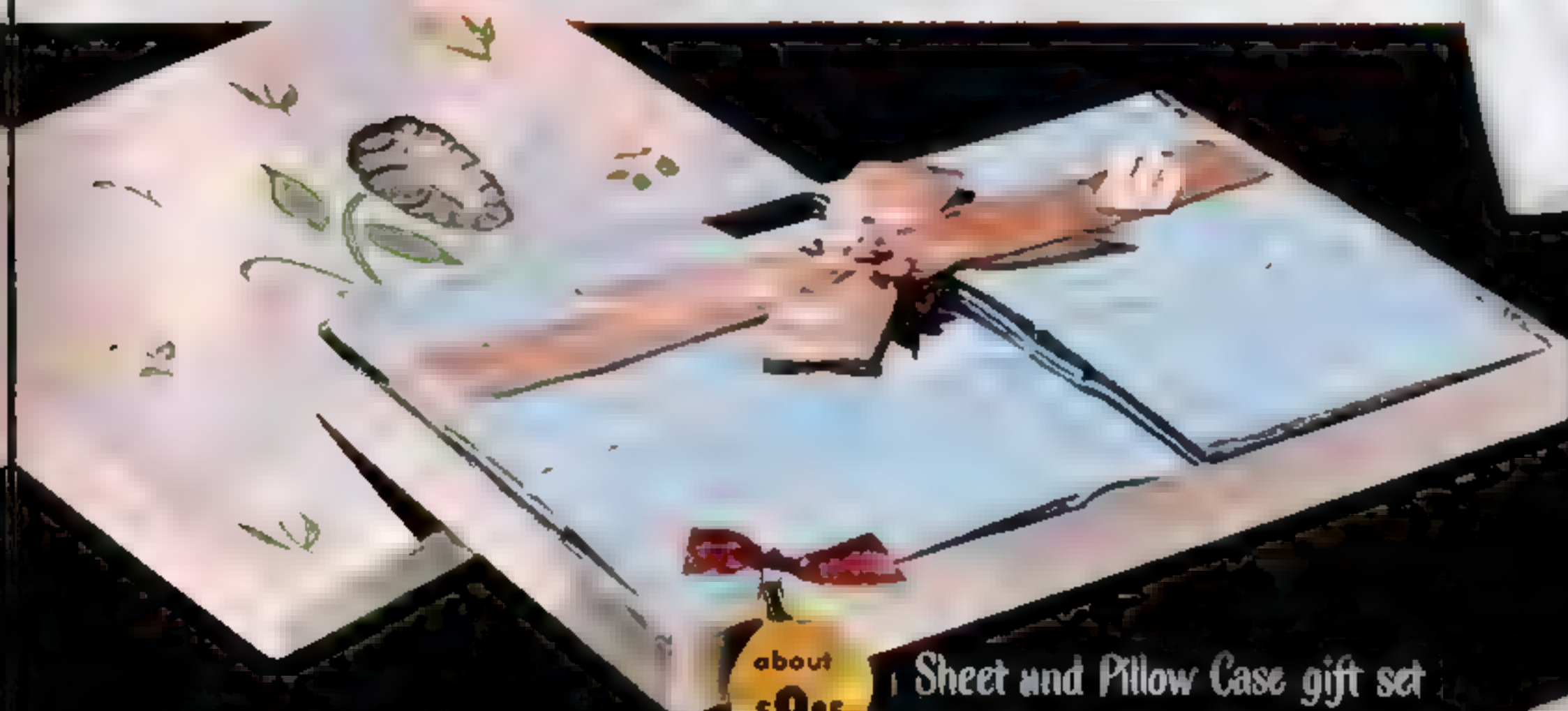




about  
\$3.25

**Skol** To wish her season's cheer with a charming Swedish accent! A cheery price, too, for all these treasured Cannons: 1 bath towel, 2 face towels, 2 washcloths

# Cannon Gifts



about  
\$9.95

**Sheet and Pillow Case gift set**

For beauty-sleeping, Cannon Combspun Percale Sheets in water colors scalloped with white. Set illustrated contains 1 sheet and 2 cases to make her dreams come true!

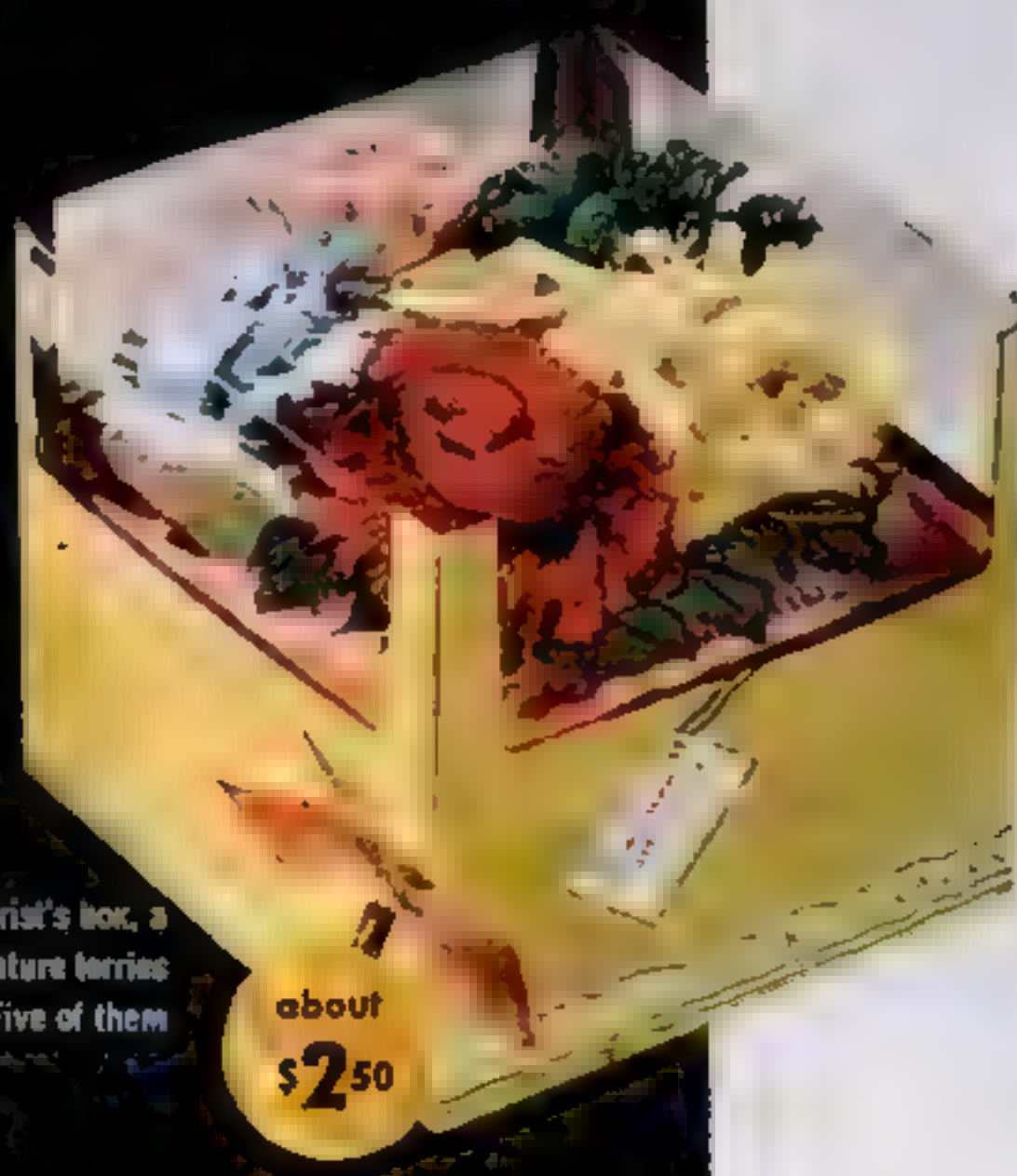


**Corsage** Nestled in a florist's box, a quaint corsage of Cannon miniature towels in a whole bouquet of colors! Five of them to dress up her guest bath!

about  
\$2.50

about  
\$5.25

**Satin Tuft** The sumptuous touch, a hatbox simply brimming with stunning Cannon towels, covered with the glory of a quilted satin top! 2 bath towels, 2 face towels, 2 washcloths—all with "Beau-Fluff"







about  
\$4.25

### Daisy Drift

The spirit of Christmas, with a breath of Spring! Filled with a drift of flower-bright Cannons, here's a box as fresh as its name! 2 bath towels, 1 face towel, 2 washcloths.

about  
\$3.95



### Gold Top

A gift-edged gift, of blissful Cannon towels. They're good as gold, too, for they'll keep their bloom year after year! 2 bath towels, 2 guest towels, 2 washcloths.

# Wrapped in Glamour!



about  
\$12.50

### Country Garden

A gift to remember all her future days! It might have stepped out of a story book, with its ruffled tulle, ribbons, and princely supply of Cannons: 2 bath towels, 2 face towels, 2 washcloths, and 6 terry guest towels besides!

### Rosebud

Brings her a glamorous Cannon ensemble, in a garden setting! Give it proudly—knowing she'll appreciate the soft luxury of Cannons a long, long time! 2 bath towels, 2 face towels, 2 washcloths.

about  
\$5.25







*Again this Christmas...it's a bright idea  
to give what most men would rather get...*

**FOUR ROSES**

AMERICA'S FAVORITE GIFT WHISKEY  
IN ATTRACTIVE GIFT CARTON

*Frankfort Distillers Corp., N. Y. C. Blended whiskey. 86.8 proof. 60% grain neutral spirits.*







**WICHITA VICTIM**, Don Mar holds extortion message. Mar, 57, first came to U.S. when 13. He married on a visit to China, has one son here, two others in Hong Kong. When he asked wife to come to U.S., she declined, saying she was too old to start afresh.

# CHINESE EXTORTION RACKET

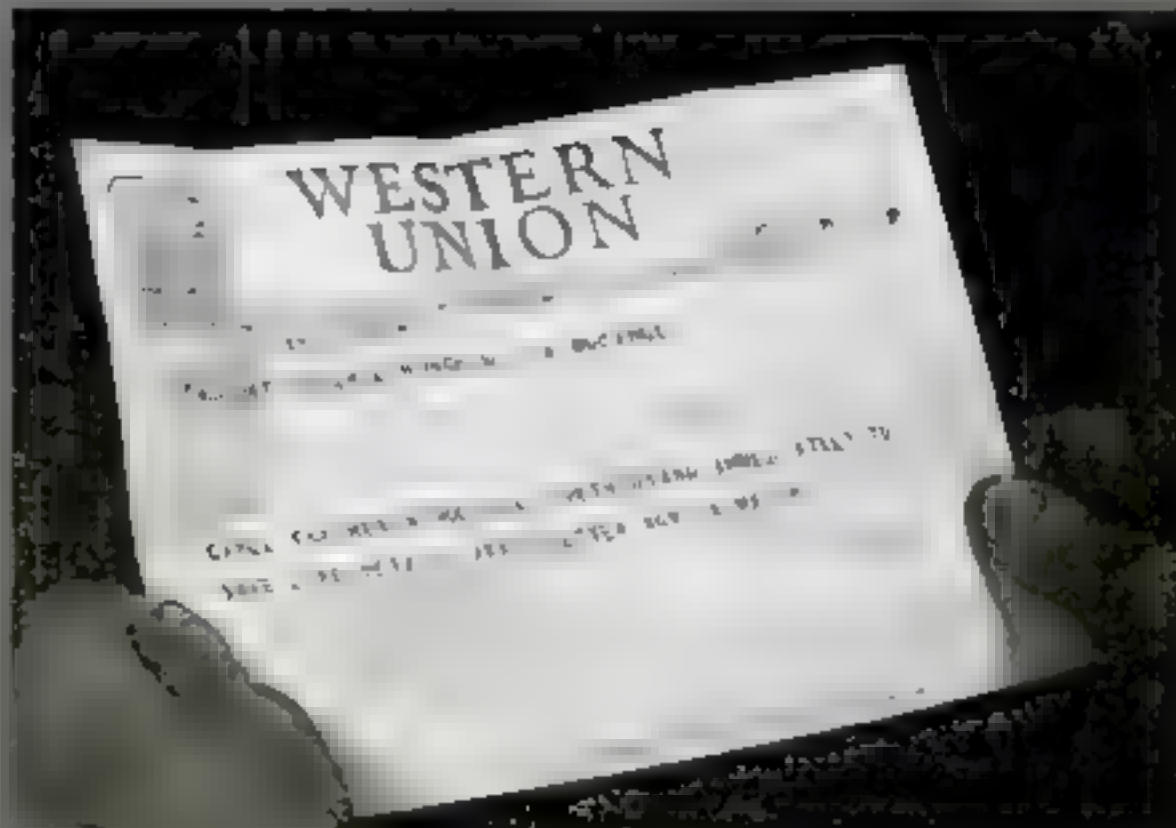
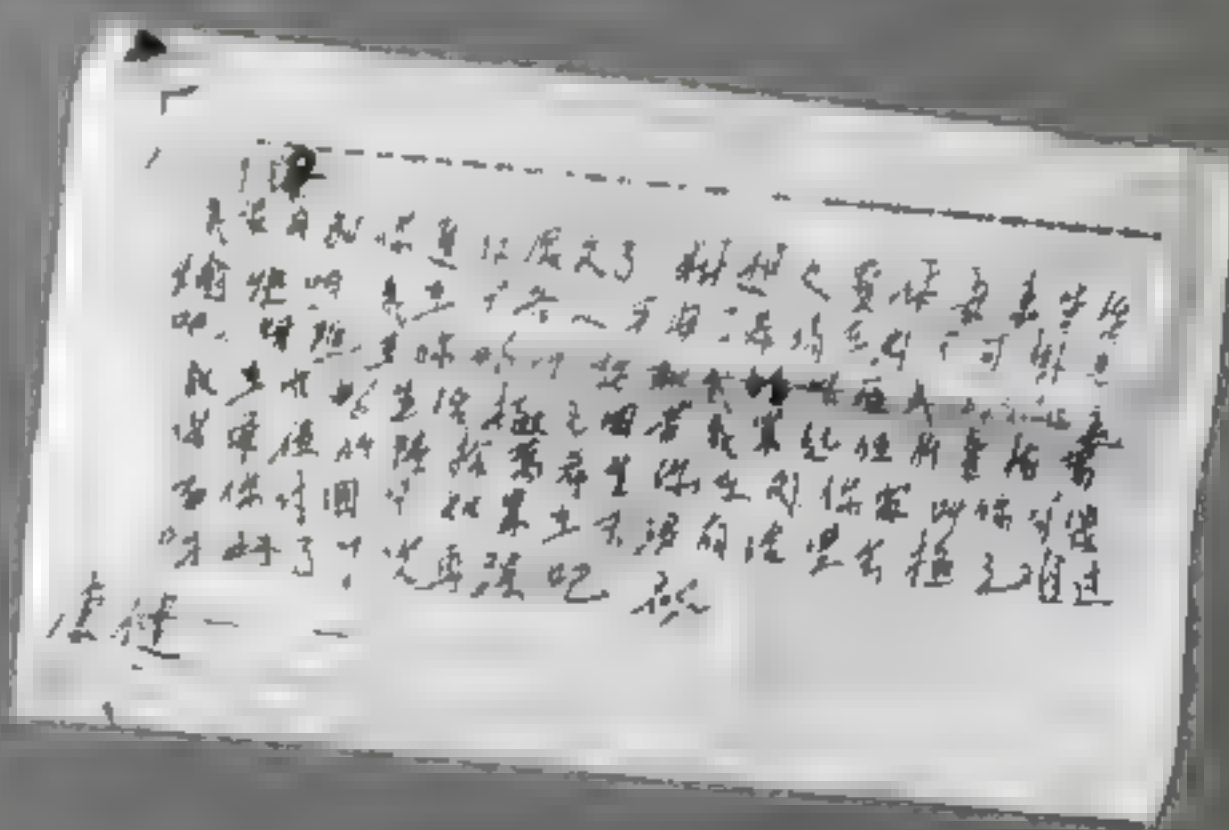
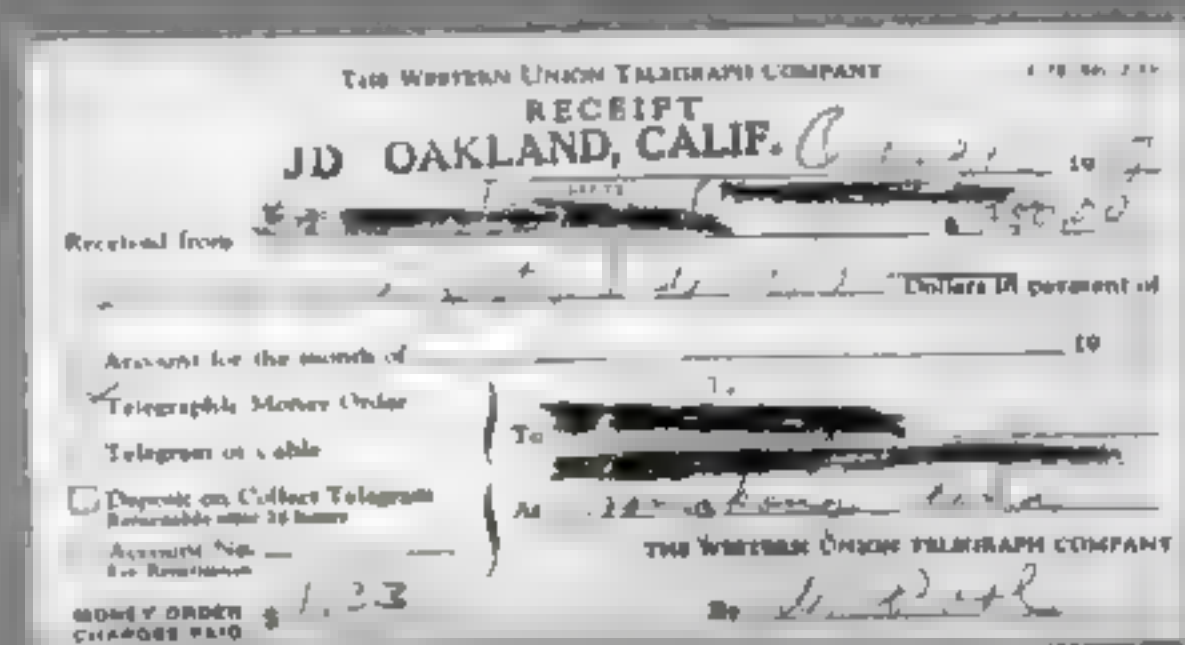
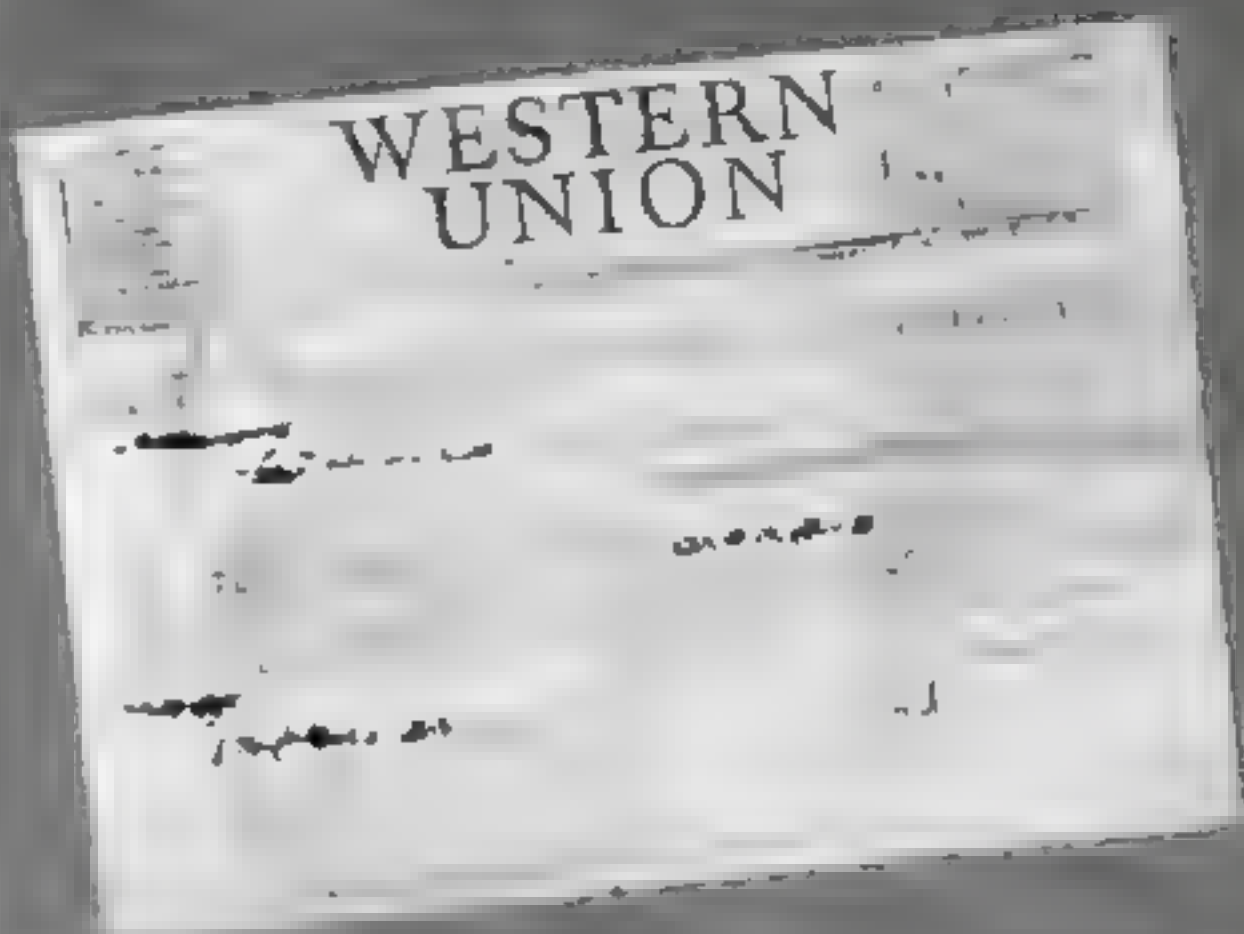
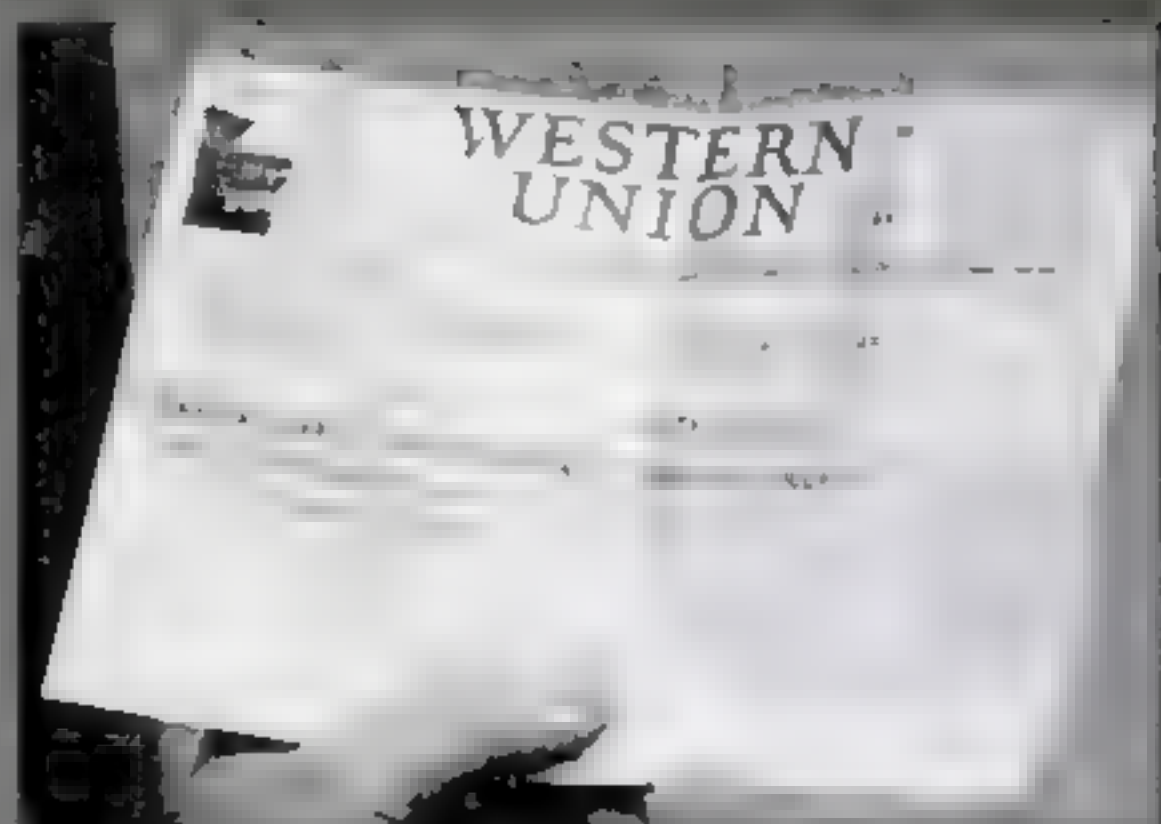
**Reds blackmail U.S. residents by threatening kin**

Last month, Don Mar, Chinese part owner of the Holly Cafe in Wichita, Kan., received a radiogram from Hong Kong. It came from a friend of 40 years' standing and requested 6,000 Hong Kong dollars (\$1,200 U.S.) to pay taxes owed the Chinese People's government by Mar's wife and daughter-in-law, still in Communist China. If the money was not forthcoming, the note said, Don Mar's family would suffer severe punishment. Wichita's 100-odd Chinese families were finally caught in the extortion racket which, since the Communists came to power, has been milking many of the 100,000 Chinese living in America.

Victims of the racket are Chinese Americans who still have families living in China under the Communist regime. The first requests for money are usually modest—money for rice or for medicine or to pay the mysterious "fines" levied by the People's government on real estate. In most cases these requests are answered immediately. This brings more messages which, in sinister tones, demand still greater amounts. Unless the new requests are met, the relatives are imprisoned, sometimes tortured, possibly killed, as the cablegrams and letters at right threaten.

There was little the Chinese Americans could do since they suspected that their relatives would be liquidated in any case. Sending money to Communist China is illegal, but they sent it anyway through Hong Kong. Meetings of the Chinese Benevolent Association were held (next page) to plan how to stop the flow of American dollars which, it seemed certain, goes to the Communist government. An appeal was made to the State Department. But since few of the victims will talk for fear of Communist reprisals to their families, it looks as if the Don Mars all over the country can be expecting telegrams for a long time.

CONTINUED ON NEXT PAGE





# WHY YOU CAN BUY RAYTHEON TV with CONFIDENCE

## It's FUTURIZED

### for 3-Way Television Performance



- 1 ALL 83 NEW UHF CHANNELS\*
- 2 SHARP BLACK & WHITE TV
- 3 EXTRA FRINGE AREA POWER\*

HERE'S how Futurized Raytheon TV gives you wonderful new 3-way performance—for today and tomorrow:

**\*ALL 83 NEW UHF CHANNELS!**  
New Raytheon UHF Tuner gets all 83 proposed new Ultra High Frequency channels. This sensitive tuner becomes part of existing tuner in cabinet. No outside boxes or wires! Optional on all current models . . . easily installed in any Raytheon set built since January 1950. Low price includes installation.

**SHARP BLACK & WHITE PICTURES!**  
Raytheon uses all the tubes and power needed for wonderful pictures. Tune in picture and sound easily, quickly, accurately with "Ray-Dial" Continuous Tuner. Only one dial to turn. Ask about LIFETIME GUARANTEE on this amazing tuner. Good Housekeeping Guarantee Seal on every set!

**\*EXTRA FRINGE AREA POWER**  
There is one big reason why Raytheon TV sets give clear pictures in distant fringe areas where other sets often give dim, "snowy" pictures. Raytheon designs and builds its own whisper-sensitive Tuner which picks up and amplifies even the faintest TV signals. Unlike many manufacturers, Raytheon does not purchase a stock tuner. Test Raytheon against any other set — prove it to yourself!

THE STARLIGHT, RC-1720—TV-radio-phonograph combination, 17" black picture tube, full power for brilliance, contrast. **\$349.95**  
Built-in antenna, 24 tubes.

Other table, console and combination models from \$199.95 to \$750.00, including Federal Tax. Warranty extra. Prices subject to change. Slightly higher West and South.

## COMPARE RAYTHEON TV WITH OTHER FINE SETS!

All you want in a fine set, today or tomorrow, is yours with Raytheon. Steady, razor-sharp pictures! Easy, accurate tuning with just one dial! Beautiful tonal qualities in music, singing or speech! Custom-quality cabinets, solidly built, smartly and authentically styled by Marholz! Plus all the 83 new UHF channels and fine fringe pictures! Visit your Reliable Raytheon Dealer—see Classified 'phone book or write us.



### Get FREE TV Buyers' Guide

Helpful, fact-packed booklet FREE! Tells you what to look for, mistakes to avoid. Ask your Reliable Raytheon Dealer, or write Belmont Radio Corporation, 5921 West Dickens Avenue, Chicago 39, Ill.

**TUNE IN** John Cameron Swayze with the news, sponsored by Raytheon, NBC RADIO NETWORK, Sunday afternoons. See local paper for time and station.

Raytheon TV sets are manufactured by the Belmont Radio Corp., 5921 West Dickens Avenue, Chicago 39, Ill., a subsidiary of

**RAYTHEON MANUFACTURING COMPANY, WALTHAM 54, MASS.**

The machine that welds electronically  
—faster, at lower cost!



Raytheon Weldpower® makes possible the precision welding of ferrous, non-ferrous and dissimilar metals on a mass production basis — never before possible. Permanent welded joints, faster, at lower cost! Eliminates soldering, brazing and riveting in most cases. Saves countless man-hours in assembly of instruments, watches, jewelry, electronic components, electronic tubes and other small metal parts. Write for data.

**RAYTHEON**  
TELEVISION

BELMONT RADIO CORPORATION

Racket CONTINUED



**ANTI-EXTORTION TACTICS** are discussed by Chinese Benevolent Association. Getting victims to show letters to State Department was problem.



**ANONYMOUS LETTERS** sent in by victims fill desk of S. T. Liang, editor of New York's Chinese Journal. Liang was one of the first to publicize racket.





## From experience comes faith...

This little scientist is showing us a basic principle of scientific research... "Try it, and see."

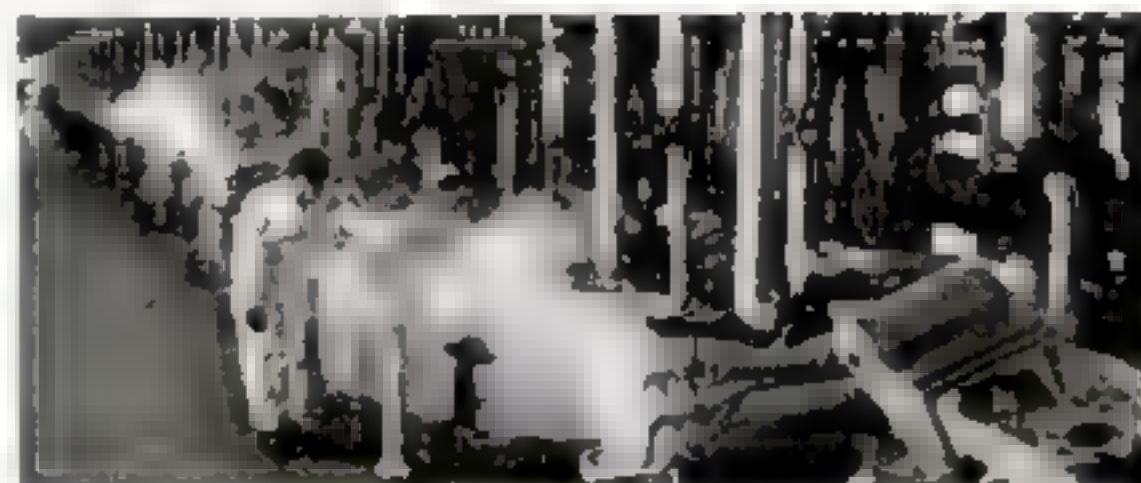
Painful as it must be at times, all of us follow this approach. From our earliest days, the lessons that mean most are the lessons of experience. We "try it, and see." Experience gives us judgment... teaches us what to avoid and what to seek... leads us to men and things in which to place our faith.

*The priceless ingredient of every product  
is the honor and integrity of its maker.*



**SQUIBB**

OF NEW YORK



One of the greatest achievements of modern science is penicillin. From its early development to world wide mass production today, E. R. Squibb & Sons has been leading the way. No pharmaceutical preparation has meant more to the preservation of human life than penicillin. Few services to mankind call for greater experience and trust than the services of the pharmaceutical manufacturer.



# PEOPLE



**BEDSIDE MANNER IN CAIRO**

Mustafa Nahas Pasha, Premier of Egypt who unleashed the recent wave of anti-British riots, was all solicitude as he bent to welcome another expert Britain-batter, Iran's Premier Mossadegh, on his way home from the U.S. As usual on such occasions, Mossadegh was flat on his aching back.



**DIPLOMATIC MANNERS IN PARIS**

U.S. Secretary of State Dean Acheson kept a stiffly diplomatic upper lip when Soviet diplomats Vishinsky and Malik greeted him with fluttering hands and their most charming smiles at a reception given by French President Auriol during the meeting of the U.N. General Assembly in Paris.



**BACK TO THE ALTAR**

Former U.S. Secretary of the Treasury Henry Morgenthau Jr., 60, whose first wife died in 1949, last week married Mrs. Marcelle Hirsch, 47, just divorced from textile manufacturer Stephen Hirsch. They flew to Israel.



**BACK TO RAILROADING**

Jaroslav Konvalinka, the Czechoslovak engineer who ran his train across the border to freedom this fall (LIFE, Sept. 24), was back in the railroading business last week. At the invitation of the president of the Lionel Corporation, makers of toy trains, Konvalinka (left), his wife, two children and fellow escapee Karel Truksa looked over plant in Irvington, N.J., where the two men will be working.



**BACK TO LIFE**

Mrs. Theresa Butler, who had been declared dead by a doctor and a coroner in San Francisco, then came to life in the morgue, was well enough 15 days later to pose for pictures and promise to take no more sleeping pills.



I'M SENDING CHESTERFIELDS to all my friends.  
That's the merriest Christmas any smoker can have —  
Chesterfield mildness plus no unpleasant after-taste

*Ronald Reagan*

see RONALD REAGAN  
starring in "HONG KONG" a Pin-  
Thomas Paramount Production  
Color by Technicolor



**CHESTERFIELD**

*Buy the beautiful  
Christmas-card carton*



# "We're all giving and serving



**CORNEL WILDE:** "Count yourself lucky if you get Schenley for Christmas. It has a fine flavor."



**LOUIS HAYWARD:** "I'm buying Schenley for holiday entertaining. I like to serve the best."



**DICK HAYMES:** "Let's drink a toast to the holidays with rich, satisfying Schenley!"



**EZIO PINZA:** "Schenley is playing the leading role on my gift list...smoothest whiskey there is."



**WAYNE MORRIS:** "Schenley makes a wonderful gift—it's the favorite whiskey of so many stars."





**SCHENLEY**...why don't you?"



Copyright 1931 Schenley Distributors, Inc., New York, N. Y. Blended whisky 86 proof 65% grain neutral spirits.





Get a delicious whiff of this: Luscious, red-ripe tomatoes simmering away...with **sweet spice** and fragrant vinegars. Ummm! Hunt's Catsup is **really** wonderful...nice-and-spicy on eggs, French fries, frankfurters, beans, hamburgers, meats.

Hunt's Catsup is so **good** we want millions more people to try it. Right now, most grocers are featuring it at **low, get-acquainted prices**. So — hurry, hurry! Stock up on Hunt's Catsup now!

**SPICED**

**RIGHT**

**PRICED**

**RIGHT**

**Hunt-for the best**

Hunt Foods, Inc., Fullerton, Calif

Cope. 1981, Hunt Foods, Inc.

Made by the makers of Hunt's Kettle-simmered Tomato Sauce





SMALL BOATS OF THE TUNA FLEET LIE AT ANCHOR AT SUNSET IN SAN DIEGO HARBOR. MORE THAN 20,000 PEOPLE ARE AFFECTED IN SOME WAY BY TIE-UP

## A TIE-UP IN TUNA

Deluge of raw fish from abroad  
docks San Diego fishing boats

More than three fourths of San Diego's \$60 million tuna fishing fleet was lying at anchor last week, the unhappy victim of a revival in world trade. The U.S. tuna industry was holding its own, protected by a 22½% tariff on canned tuna when in January the tariff was hiked to 45%. Japan, just struggling to get back on its economic feet, could not compete at that price, gave up its canning and switched to shipping

refrigerated raw tuna, which is duty free. Peru followed suit. The resulting deluge drove the cannery price of tuna down from 20¢ to 12½¢ a pound. To U.S. shipowners, with high maintenance costs on expensive ships and with high (around \$9,000 a fisherman) wages as against 30¢ a day for the Japanese, this meant operating at a loss. By last week 171 clippers and uncounted small boats had stopped operations.



*Sensational Willard Discovery  
is giving Thousands of car owners*

**100% MORE PROTECTION**

against the No. 1 battery killer  
with

**METALEX**

- AN EXCLUSIVE FEATURE OF THE WILLARD SUPER MASTER!
- GREATEST BATTERY IMPROVEMENT IN 25 YEARS!

OVERCHARGING is the No. 1 battery killer. Overcharging strikes directly at the grids—the lead-alloy framework which holds in place the current-producing active material. Overcharging *corrodes* the grids—*fractures* them—*destroys* their ability to retain active material—*destroys* their utility as current conductors.

But now you can have the protection of METALEX, a new grid metal discovered by Willard metallurgists and proved in thousands of cars since its introduction over a year ago. METALEX provides a *full 100% more protection* against overcharging—the No. 1 battery killer. Available *exclusively in the Willard Super Master!*



Improved Container  
For Longer  
Battery Life!

Improved Sealing  
Compound For  
Longer Battery Life!

Improved Active  
Material For  
Quicker Starts!



Get the ultimate in battery performance now . . . buy a

**Willard Super Master**

with **METALEX**



WILLARD STORAGE BATTERY COMPANY • Cleveland • Los Angeles • Dallas • Memphis • Portland • Toronto

Tuna Tie-up CONTINUED



**DOCKSIDE SALE** of fresh tuna at 25¢ a pound (canned tuna: 65¢) became necessary when canneries dropped price. More than 300 people bought fish.



**MOORED CLIPPERS**, which cost around \$300,000, are fully equipped with radar, ship-to-shore telephones for long 10,000-mile, three-month voyages.



**TELEVISION PROGRAM** helped tuna workers' union by showing how to prepare fresh tuna. Steps like these, it is hoped, will increase tuna demand.



# Only the *New* Sunbeam MIXMASTER

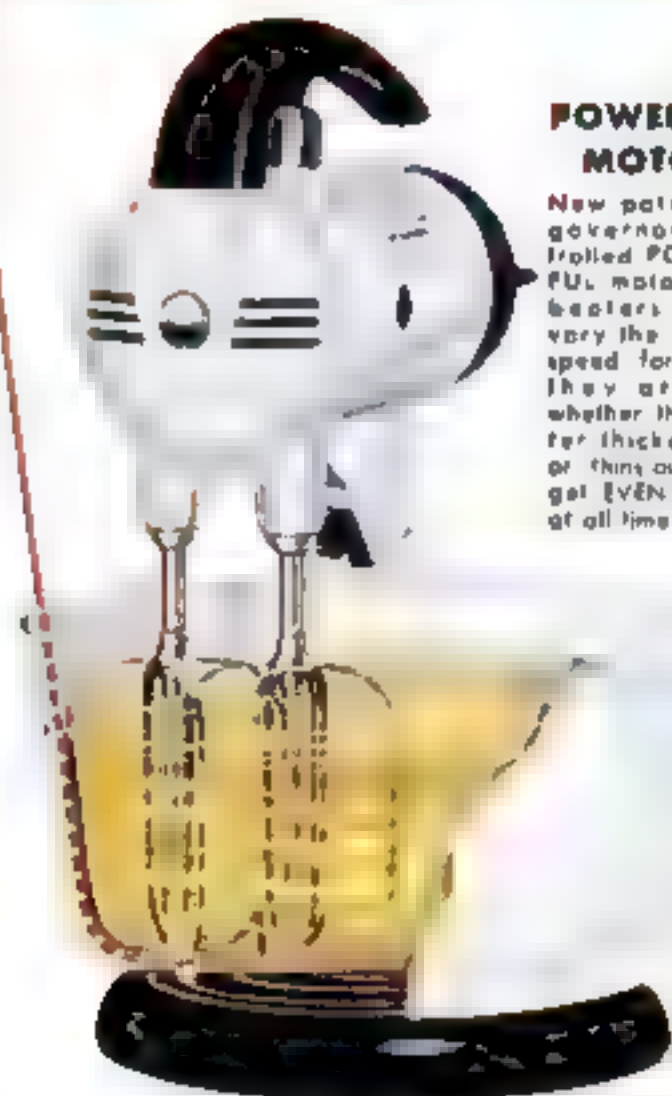
REG. U.S. PAT. OFF.

## gives you all these advantages!

**LIGHTER...HIGHER...  
FINER TEXTURED  
CAKES!**

*More even mixing and  
greater aeration with  
these new, exclusive*

**BOWL-FIT BEATERS!**



### POWERFUL MOTOR

New patented, governor controlled POWERFUL motor. The beaters never vary the mixing speed for which they are set whether the batter thickens up or thins out. You get EVEN mixing at all times.

See how all the batter is carried into and through the new large BOWL-FIT BEATERS—how their surfaces conform to the contours of the bowl. No piling up of dry ingredients on the outer edges. No unmixed whirlpools. No by-passed pockets. All the batter gets a thorough, even mixing in LESS TIME—*automatically*.

The larger outside BOWL-FIT beater is curved to fit the contour of the bowl all the way to the bottom. The larger inside BOWL-FIT beater is shaped to cover the flat bottom surface all the way to the center. You get these exclusive Bowl-Fit beaters only in the new Model 10 Automatic Sunbeam Mixmaster.



Made with **ORDINARY FOOD MIXER**      Made with **NEW Sunbeam MIXMASTER**

The above actual photograph shows sections of angel food cakes made in baking tests with the best of the ordinary food mixers and with the new Sunbeam. You can SEE and TASTE the difference when your food mixer is the new Sunbeam Mixmaster. Sunbeam Mixmaster's higher, lighter, finer textured cakes are a result of the better mixing and greater aeration the new larger Bowl-Fit beaters give you.



### Famous MIX-FINDER DIAL

You have the perfect, scientifically-correct mixing speeds right at your fingertips. They are all plainly indicated on the new convenient Dial. EASY-TO-SEE, EASY-TO-SET.

### NEW, LARGER HEAT-RESISTANT BOWLS

Both bowls are now larger. The large bowl now holds 4 quarts for generous quantities of batter.



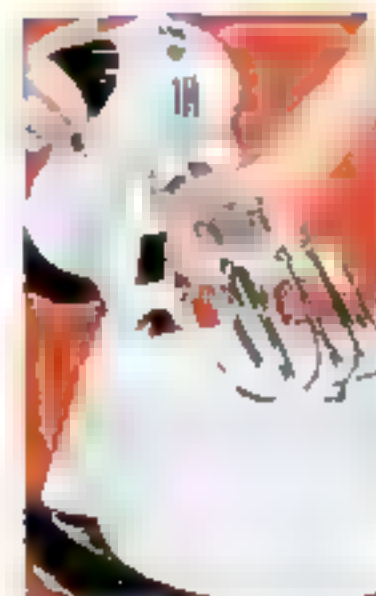
### AUTOMATIC JUICE EXTRACTOR

Oscillating strainer automatically jiggles the juice out of the pulp. Faster Easier-to-use Easier-to-clean. You don't attach this juicer—just turn down handle and set it on cone.



### AUTOMATIC BOWL-SPEED CONTROL

A nylon control button automatically keeps beater-speed and bowl-speed uniform at all times. The bowl's revolve by themselves. No hand turning.



### AUTOMATIC BEATER- EJECTOR

Tilt the handle out drop Bowl-Fit beaters and vividally, for easier cleaning. No pulling. No messy fingers. An EXCLUSIVE Mixmaster advantage.









SNOWS OF KILIMANJARO GLEAM THROUGH MUCH OF THE FILM

## 'SAFE, SOLID AND SEXLESS'

England's queen sees a scenic movie

Once a year England's royal family goes to the movies and makes it a state affair—the Royal Film Performance. This year, as every year, it was a big thrill for the Hollywood and British stars who got presented to royalty, for the 2,000 Londoners who braved the November rain to get a look at the queen and Princess Margaret, and for the impoverished film people who got the £24,400 proceeds. It was also a big headache for the committee which has to choose a film worthy of its august audience. The outstanding films this year were troublesome. The leading British contender, *An Outcast of the Islands*, about a white man going to pieces in the tropics, was considered too indecent. America's *A Place in the Sun* was too sad. So the committee compromised on the British *Where No Vultures Fly*, a tribute to an animal lover who establishes a wildlife preserve in the African jungles. Principal interest of the film lies in its landscapes and animals. "Safe, solid and sexless," said the *Daily Mail*, "an ideal choice" for Prince Charles, who, however, is just 3 and could not be present. But there was a good bouncy vaudeville show, and everybody enjoyed meeting the queen.



LINEUP OF STARS Lizabeth Scott, Jane Russell, Margaret Rutherford, Joan Rice wants to meet queen. "She's really interested in people," said Jane.

← QUEEN ELIZABETH OFFERS HER HAND TO ZACHARY SCOTT

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## Personal letters that get around

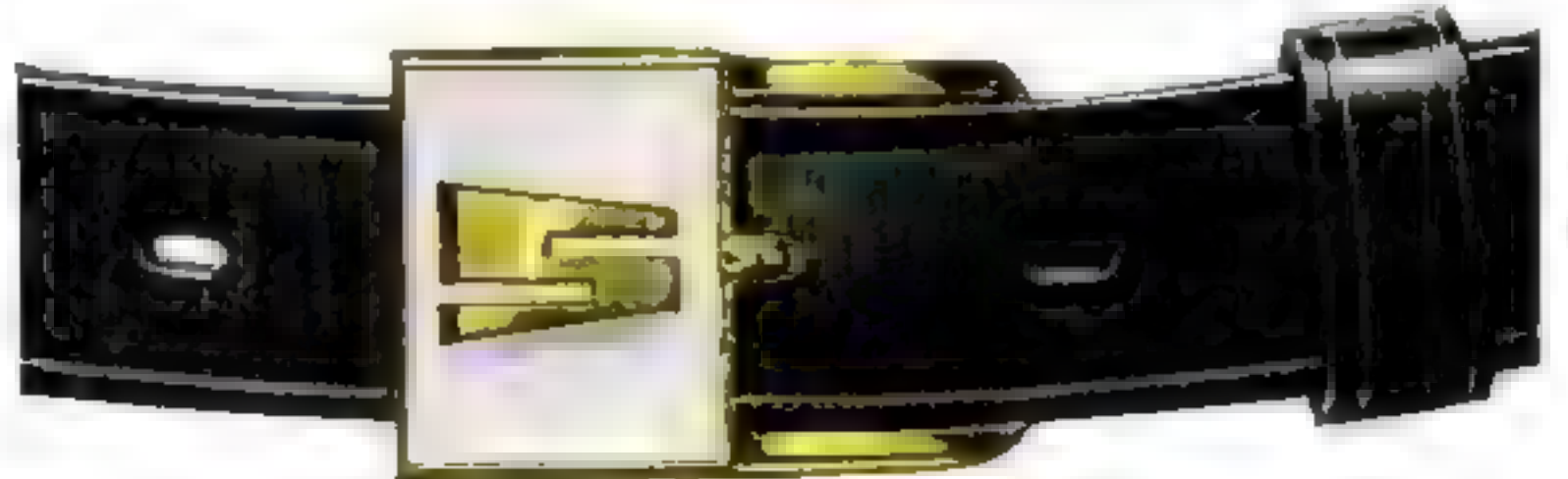
You'll find them on the trimmest, neatest waistlines—these initialed belts by SWANK.

Smartly styled in a choice of fine leathers, they make a distinctive, personal gift for that personable guy. In colors to blend with any attire



Duogram Initial Buckle and Belt Set—\$2.95

Mother-of-Pearl Initial Buckle and Belt Set—\$4.45



SWANK on jewelry, belts and wallets means

QUALITY

Men prefer  
**SWANK**

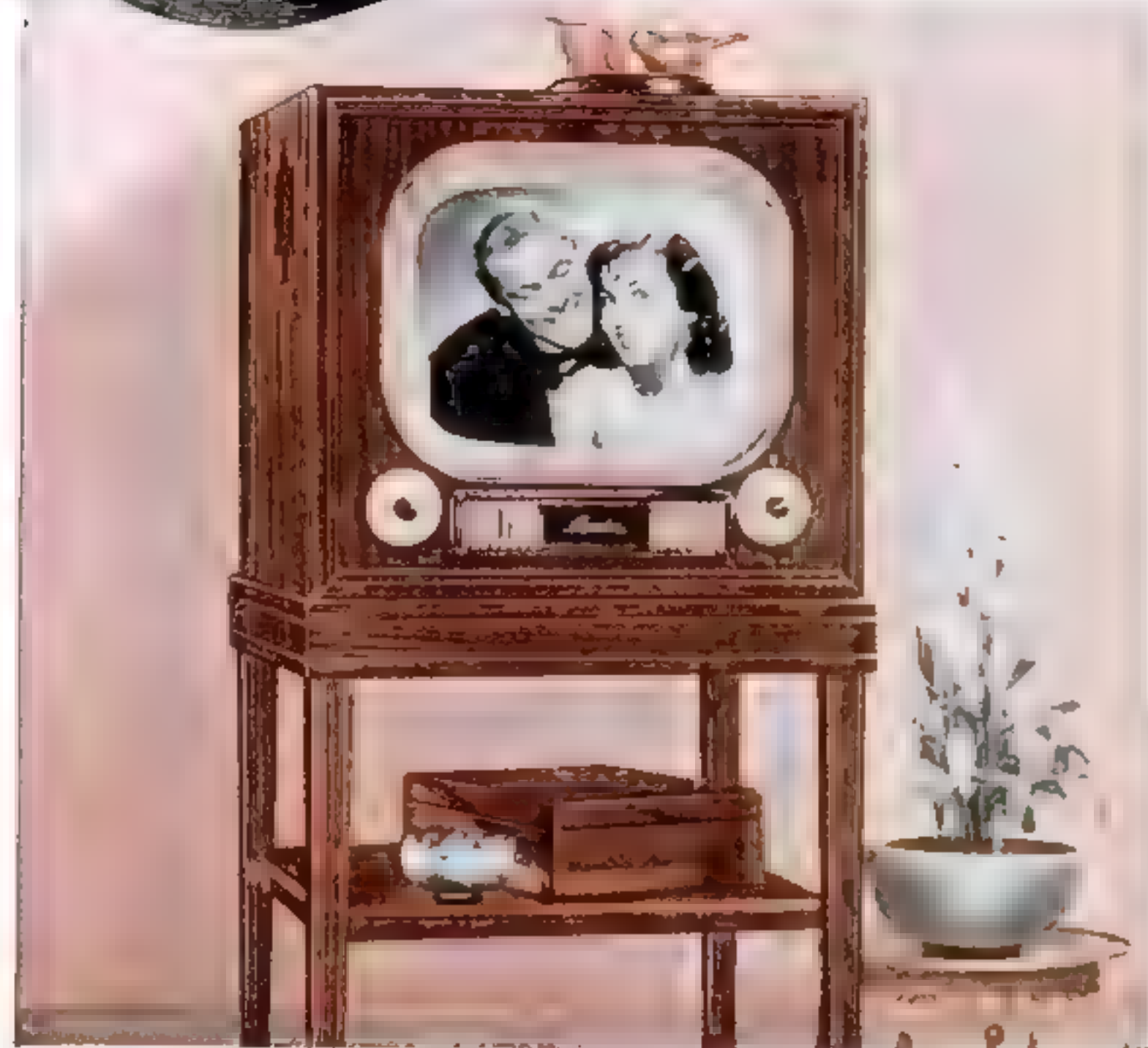
SWANK - © Swank, Inc., Attleboro, Mass.



Brings every  
station closer



— makes  
every picture  
clearer!



Outstanding value in a table model, with 17-inch Ferro-Focus picture, Velvet Voice tone, and Dual Power Custom Chassis. Matching table at slight extra cost. Mahogany (Model 5171TM) or Lined Oak (Model 5171TS).

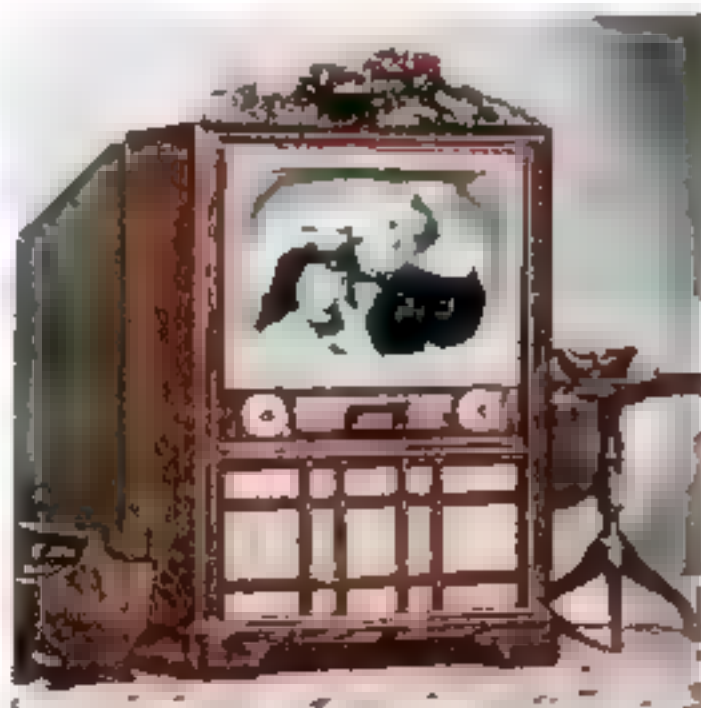
# Arvin TV

Visible Value  You can see the difference!

WHEN you advance to Arvin, you're sure to get *all* the latest advances in technical progress, in cabinet styling. Arvin's mighty Dual Power Custom Chassis uses 26 tubes including rectifiers and picture tube. Its range is so great that a special control is actually provided to reduce the signal strength of nearby stations!

Arvin's big 17, 20, or 21-inch pictures automatically maintain the brightness and contrast you prefer, snub "airplane flutter" and other interference. You'll quickly see the difference!

Arvin Dual Power sets can be easily converted to receive Ultra High Frequency and color TV. Screen sizes from 8½ to 21 inches. Prices from \$129.95, plus tax and warranty. Arvin Industries, Inc., Columbus, Indiana. (Formerly Noblitt-Sparks Industries, Inc.)



You're getting TV at its finest in this superb console. 21-inch Ferro-Focus picture is protected by glare-proof, removable safety glass. Moves easily on oversize casters, even over thickest rugs. Mahogany (Model 5210 CM) or Lined Oak (Model 5210 CB).

Arvin also makes a full line of Radios, Electric Housewares, Car Heaters, Metal Furniture and Ironing Tables.

ROYAL FILM CONTINUED



ROYAL BACKS pass through theater lobby, leaving a wake of admiration. Van Johnson was ecstatic at meeting the queen. "Her sense of timing," he exclaimed, "is wonderful." Elizabeth Scott, misintroduced as "Zachary Scott," was delighted to hear prince—make quick correction: "You mean *Lizbeth*."





FINEST BEER SERVED...ANYWHERE!

FOLLOW PABST BLUE RIBBON BOXING BOUTS...EVERY WEDNESDAY NIGHT...CBS TELEVISION AND RADIO NETWORKS Copyright 1951, Pabst Brewing Co., Milwaukee, Wis. Trade Marks Reg. U.S. Pat. Off.



# Best seller in Detroit!



Car makers *know* tires. They know a tire can be built to excel in mileage alone, or safety, or comfort—but that Goodyears are built to combine more of *all* these important qualities. These ex-

perts demand top, *all-around* performance...and they put more Goodyear Super-Cushions on the new cars than any other tire! (Above: Washington Blvd., Detroit, Michigan.)

# Best seller in



America's motorists drive *billions* of miles each year over all kinds of roads. They've learned, from their own driving experience, that no other tires equal Goodyears for the *triple* value of greater

# More people ride on Goodyear tires than

*Super cushion* by **GOODYEAR**

Super-Cushion, T. M.—The Goodyear Tire & Rubber Company, Akron, Ohio



# America!



traction, softer, smoother ride and longer wear. That's why car owners, like car makers, buy more Goodyear Super-Cushions than any other low-pressure tire! (Above: Mt. Rose, Nevada.)

# Best seller in the World!



More people, the world over, ride on Goodyear tires than on any other kind. And, because they've proved *best* in performance, Goodyear tires have been *first* over all others for the past 36 years! So,

next time you need tires, ask yourself this—*doesn't it stand to reason that the tire that gives the most people the greatest satisfaction is the tire for you to buy?* (Above: Luxembourg, from Rue de Trèves.)

# on any other kind

# YEAR







**Bisquick can  
help you more  
than any  
other mix!**

Betty Crocker  
of General Mills

It's *easy* to keep plenty of cookies on hand during the holidays with Bisquick to help you! Bisquick gives you a head start on so many kinds of delicious cookies.

One Bisquick cookie that seems made-to-order for holidays is our M-M Cookie. It's a rich, munchy, drop cookie that's "mince meat marvelous."

#### M-M Cookies

Preheat oven to 400°

Place in pan...one 9-oz. pkg. "None Such"® condensed mince meat

Break into pieces with fork

Add .....one 14 1/2-oz. can undiluted evaporated milk

Slowly bring to a simmer: Stir often, until lumps are broken up. Cook slowly about 10 minutes, or until no longer runny

Mix in ... 2 cups Bisquick

1 cup brown sugar (packed)

1/2 tsp. salt

Dough should be soft and slightly sticky. Drop by teaspoonfuls about 2-in. apart on greased cookie sheet. Bake about 10 min. in med. hot oven (400°) until lightly browned. About 3 1/2 doz., 2 1/4-in. cookies.

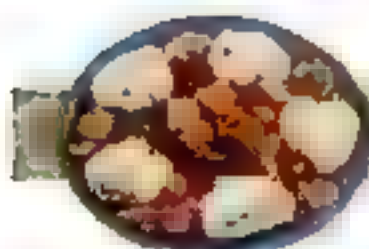
are crisp, crunchy peanut butter cookies, made with Bisquick. Easy directions on Bisquick package. You can have 12-30 cookies ready for the pan in 5 minutes. Do try them soon!

\*Reg. TM & © by Borden Co.



#### Bake a Gift!

Lots of good ideas for delicious homemade gifts on the Bisquick package. Reach for the Bisquick!



MEAT PIE

ROLLED BISCUITS

DROP BISCUITS

CINNAMON ROLLS

SHORTCAKE

COFFEE CAKE

**12 good things from one good mix.... Bisquick**

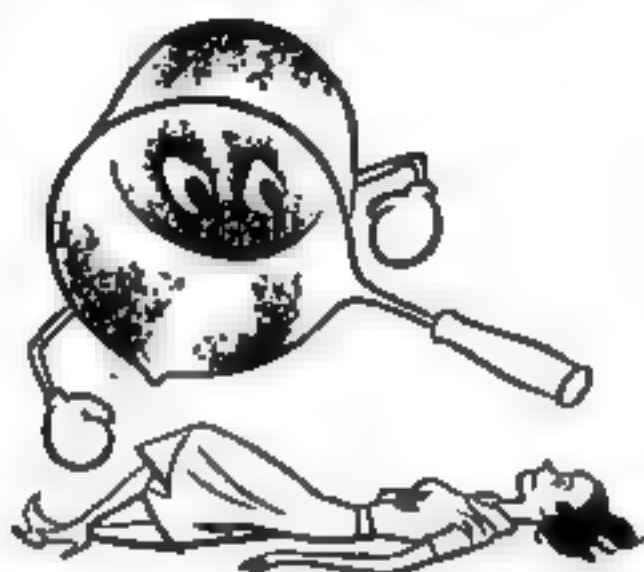


# THE TOP BANANA: PHIL SILVERS

CONTINUED ON NEXT PAGE







Floored by crusty pans?



New "Shine meter" tests prove

**BRILLO**

gives

**TWICE the SHINE**  
**in HALF the TIME!**

Outshines all cleansers tested!

No scrubbing and scraping.

Whisk stubborn pans spanking-clean with a Brillo pad-with-soap.

The square, metal-fiber pad just shines away crusty scorch.

And Brillo has jeweler's polish. Makes pans gleam in half the time! Perfect for broilers, burners, too!

Brillo now lasts longer!

**More Shines**  
**in Every Pad!**



RED box—soap-filled pads  
GREEN box—pads plus cake soap

"Top Banana" (Continued)



IN FLASHBACK TO BURLESQUE DAYS, SILVERS SERENADES MISS HOLLAND WHILE TWIRLING ONE OF HER WINDMILLS

## SILVERS EMERGES AS GREAT COMIC IN NEW MUSICAL

In burlesque show lingo "top banana" means the comic who gets top billing on the program. On Broadway today *Top Banana* is the name of a new rough-and-tumble musical show, which has catapulted comedian Phil Silvers into the small, exalted company of great stage zanies.

Silvers' own rise to top bananahood has taken 28 years. As a Brooklyn kid he used to sing with his gang on the sands of Coney Island. Drifting from vaudeville to movies to burlesque, he did low-comedy routines among Minsky's strip-teasers with his friend the

late Rags Ragland. In 1947 he starred in Broadway's *High Button Shoes*, has served time in radio and TV.

By now Silvers' style is a fine amalgam of old burlesque gags plus his own variety of frenzied wisecracking, which ribs almost all human ambition. He knows how to look ridiculous and is a great man in a funny hat (preceding page). In *Top Banana*, Silvers plays an ex-burlesque comedian who fast-talks his way into television. When the star is off stage, the show is nothing much. But at those times audiences are so limp from laughing they welcome the lulls.



AS A SWAMI, Silvers is aghast when flower erupts from the bosom of his stooge after he has poured water in pot.

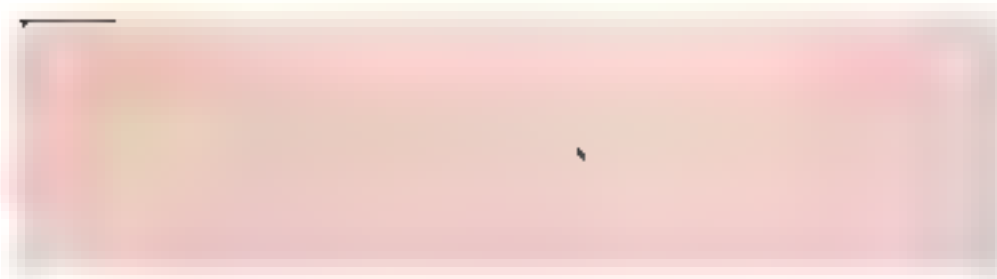


AS A CROONER, Silvers sings with an Airedale named Ted Morgan (who legally owns a piece of *Top Banana*).

CONTINUED ON PAGE 78



When you put this



on this



You hardly feel it—hardly see it



## NEW! **BAND-AID** Plastic Strips

Trade-Mark

- So thin and smooth—they fit like a second skin.
- Elastic—they stretch with every movement.
- Flesh-color—you hardly see 'em.
- Washes clean—dirt comes off when you wash or bathe.
- Waterproof—won't come loose, won't get soggy.
- Non-fraying, non-curling—the neatest little dressings ever!



Waterproof  
100% sterile

100% sterile, of course. Another wonderful product brought to you by Johnson & Johnson . . . the most trusted name in surgical dressings. Get a box today!

*Johnson & Johnson*



*New  
Easier  
Lovelier*

# PROM

Home Permanent

## Needs No Neutralizer!



*Now, with this new lotion discovery, your wave  
neutralizes automatically as your hair dries.*

**SO EASY!** You roll your hair up, and apply PROM lotion. 30 minutes later, you rinse with water. That's all the work you do. Let your hair dry naturally on the curlers, and your beautiful PROM wave is *in*—to stay!

**SO SAFE!** No neutralizer to fuss with. No guesswork. Neutralizing is automatic, so it is really safe, sure, *complete*.

**SO SURE!** Gives the strongest end curl of any waving method. Leaves hair in better condition. Even if other waves have failed, PROM gives you a softer, more natural-looking wave that lasts longer than any other home permanent. That's PROM's wonderful promise to you.

**WONDERFUL FOR CHILDREN, TOO!** Surprisingly, children's hair is hard to wave. But SUPER PROM "takes" beautifully, with lovely, lasting curls. Special easy directions; children don't have to sit still as you dab and drip neutralizer.

*3 Prom Permanents for  
different types of hair!*

VERY GENTLE PROM is for easy-to-wave hair, with special directions for bleached, dyed or tinted hair. REGULAR PROM is for normal-to-wave hair. SUPER PROM is for hard-to-wave hair, or a "curler" permanent. Wonderful for children's resistant hair.

*Use any plastic curlers*



*Promise yourself a Prom today*

**"Top Banana" CONTINUED**



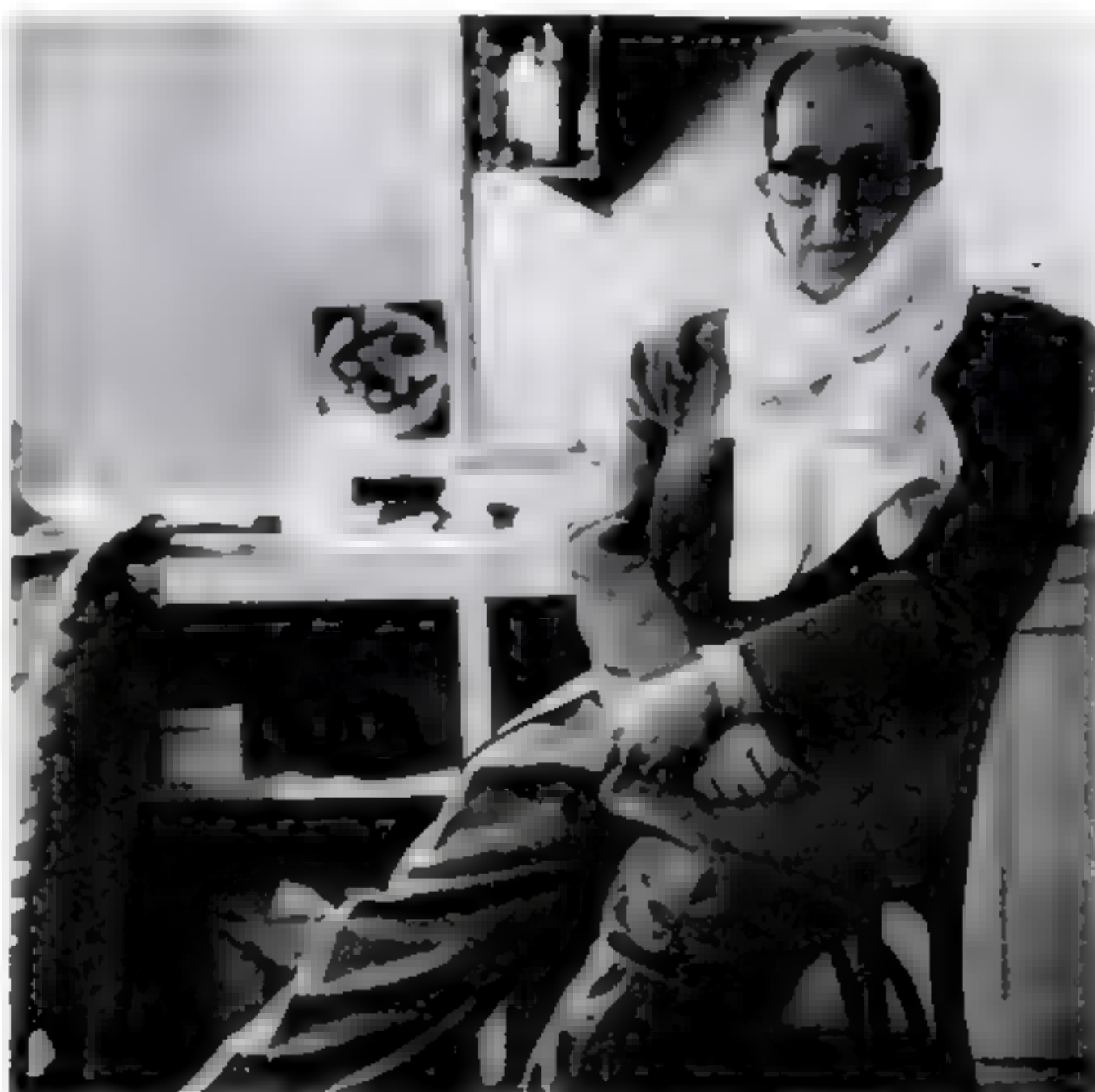
**AS FALL GUY** in burlesque skit Silvers gets seltzer squirted in his pants. He stays triumphantly dry because of a water bottle concealed below funnel.



**LAWSUIT GAG** has Silvers taking his "case" to "a higher court."



**GAG'S END** has Silvers with empty hanger saying, "I lost my suit."



**EXHAUSTED SILVERS** slumps in dressing room after each show. He raises perpetual pandemonium on stage for 105 minutes, makes 15 costume changes.





IN ALL THE WORLD, THERE'S NO GIFT LIKE THE GIFT OF SLEEP—IN ALL THE WORLD, THERE'S NO PILLOW LIKE PLAYTEX!

## The World's Wisest Santas GIVE **PLAYTEX®** WORLD'S SLEEPINGEST PILLOW!

On Christmas morning, in thousands of holiday homes, the dream-designed Playtex Pillow will be lovingly lifted from its handsome gift package.

On Christmas night, more people than ever will learn—for the first time—how comfortable, cool,

and caressing a pillow can be.

The Playtex Pillow—resilient with whipped-foam latex, with extra-fine Sanforized cotton covers—is the personal, practical, perfect Christmas gift—and it's especially magnificent in luxurious sunset-colored rayon satin covers!

**NEW LOW PRICES—ALL HIGH QUALITY—  
MAKE PLAYTEX YOUR BEST GIFT PILLOW BUY!**

"Regular" Height Pillow . . . . . \$7.95

"Extra Plump" Pillow . . . . . \$8.95

"King-Size" Pillow,  
bigger, wider, plumper . . . . . \$11.95

*In white, pink or blue extra-fine Sanforized cotton covers. Cotton covers with zippers or luscious non-slip rayon satin with zippers, slightly higher.  
Prices slightly higher in Canada and foreign countries*



Like the hallmark on fine silver, the **PLAYTEX GOLD-SEAL GUARANTEE** is your assurance of unexcelled pillow quality!

**BEAUTIFULLY GIFT-PACKAGED FOR CHRISTMAS.**  
At department stores, furniture stores and sleep shops everywhere.



Swing your partner  
And sashay right  
Pretty girls love

**Jewelite!**



3 piece Dresser Set, \$10.00



Military Set, \$7.00

Slap your hands →  
And stamp your feet  
This **Jewelite** set  
Will keep him neat!



Grand right and left →  
To your favorite store  
For lovely **Jewelite**  
Gifts galore!



Half-Flare Brush and Comb, \$2.00

Duck for the oyster  
Dig for the clam  
There's a **Jewelite** gift  
For Mom...for Gram!



Stranzit Brush and Comb, \$4.00



Allemande left  
← Then bow to the right  
Give your sweetheart  
**Jewelite!**



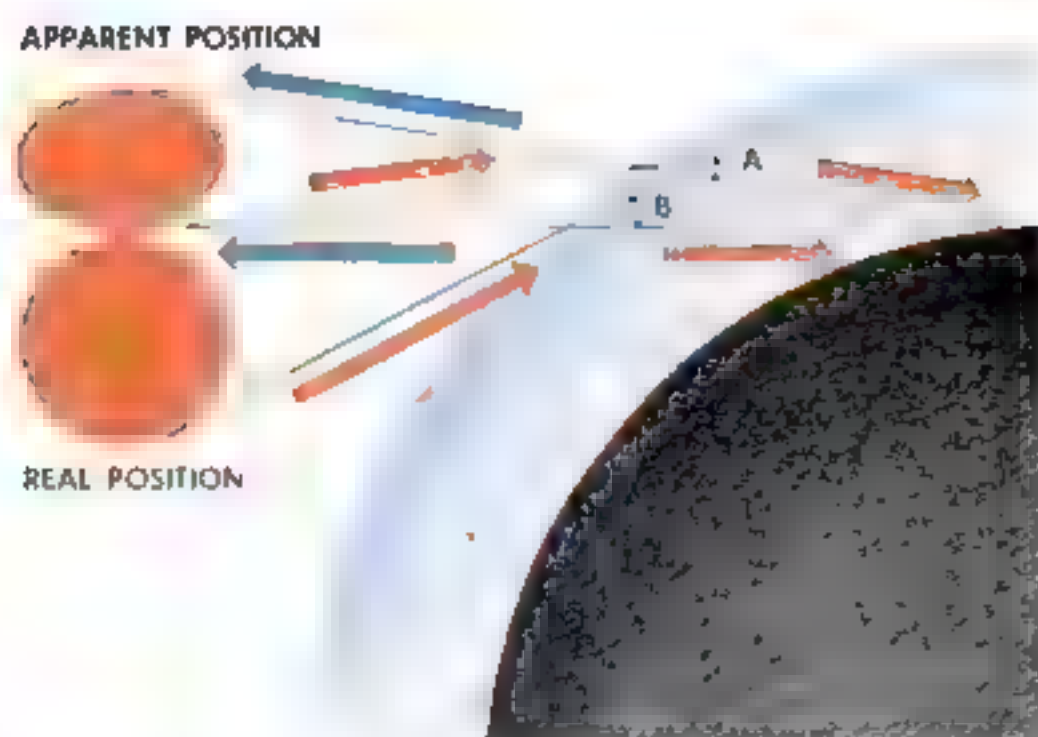
Quickie Kit, \$2.50  
plus .04 tax

Colors: Military Set illustrated—Crystal, Garnet or Shell.  
All others—Ruby, Sapphire or Crystal.

**PRO-PHY-LAC-TIC BRUSH COMPANY, Florence, Mass.**

*Jewelite is also available in Canada at slightly different prices.*





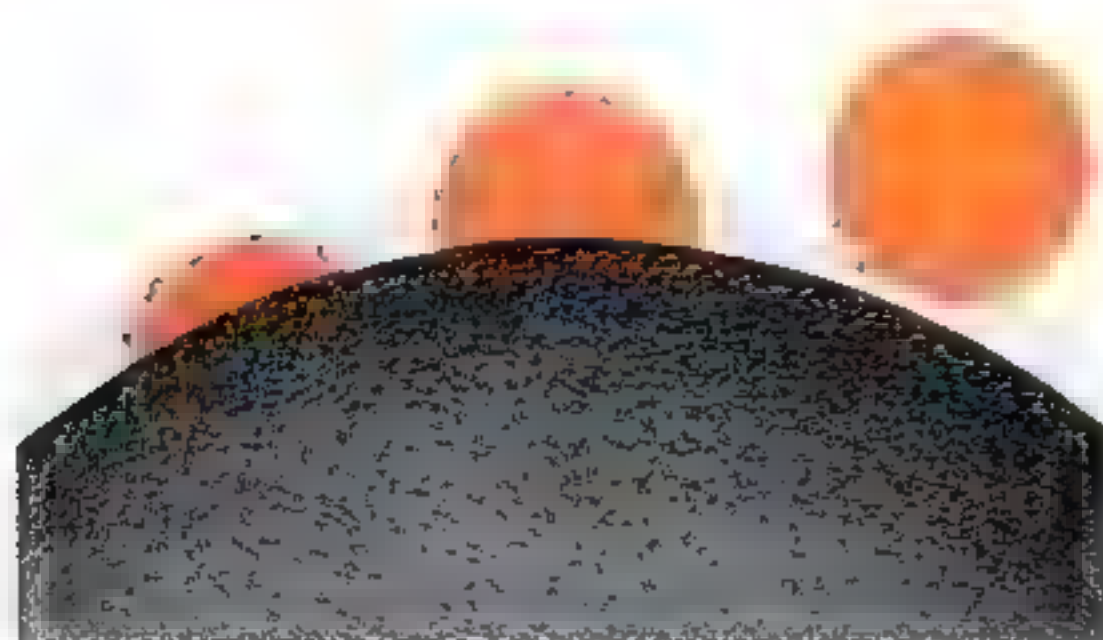
**FLAT IMAGE** of sun occurs because incoming rays (red arrows) from its lower edge are bent more sharply (angle B) than those from its upper edge (angle A) as they enter earth's atmosphere (blue zone). The sun seems higher than it is because the observer's line of sight appears to extend straight out from the atmosphere (blue arrow) instead of bending, as the rays actually do.

## FLATTENED SUN

**Its morning rays, bent by atmosphere create a strange, sharp-cornered image**

On certain cold clear days the sun, that perfect celestial circle, appears on the horizon in the unlikely form of a flat-topped, stepped-sided pyramid. Rising farther, it takes the shape of a squashed medicine ball before resuming routine roundness. This startling exhibition (*right*), photographed by Brown University's Professor Charles H. Smiley but observable by any early riser, is a combination of illusions created by the action of the earth's atmosphere.

Air, like water, bends light rays which enter it. Because of this bending, the sun seems to stand above the horizon when it is really below it (*diagram above*). But the same phenomenon which thus raises the entire image of the sun also distorts it: for the sharper the angle at which the rays strike the atmosphere, the more sharply they are bent; and the diameter of the sun is so huge that rays from its lower edge actually strike the atmosphere at a perceptibly sharper angle than those from its upper edge and are bent more. As a result, the lower part of the image is raised more than the upper, and the sun's normally circular outline is compressed and flattened. As for the sharply angled steps, they are produced by alternating layers of cold and warmer air (*below*). Since cold air bends light more than hot air, these layers act like horizontal prisms, converting the sun's round periphery into a symmetrical, angular silhouette.



**ANGULAR IMAGE** of sun is formed by a special atmospheric condition in which layers of cold air (blue bands) are separated by layers of warmer air. Cold air, being denser, bends the sun's rays more and thus stretches the image vertically. As the sun rises (or sets), it passes behind these low-lying, lenslike air layers which distort first its top, then its middle, then its bottom.

RISING SUN LOOKS LIKE A STEPPED, TRUNCATED PYRAMID LOW ON THE HORIZON

A FEW SECONDS LATER THE HALF-RISEN SUN SEEMS TO BE SQUASHED FROM ABOVE

FULLY RISEN, SUN HAS FLAT, ANGULAR BOTTOM, GRADUALLY ROUNDS OUT (BELOW)



# FOR YOU AND YOURS — from HALOLIGHT®

## The Year-Round Gift of Greater Viewing Comfort



The **COOLIDGE**—20" Table Model. Deluxe chassis and deluxe cabinet. Life-size power-packed Movie-Clear® Picture. Elegantly severe, mahogany veneer cabinet.

The **JEFFERSON**—20" Hepplewhite Console with Doors decorated with exquisite marquetry. This superb television receiver will give you unending satisfaction, pride in possession, and pleasure in its outstanding performance.



The **WASHINGTON**—The ultimate in a 20" Television, Radio-Phonograph Combination. The cabinet is a superb modern treatment of a traditional design by Cedric Errol Millspaugh. Superior features—HALOLIGHT, power-packed "Fringe Area" Chassis, AM-FM radio and 3-speed record player.

ENJOY THE ENDLESS WONDER of television at its best. Now, Sylvania Golden Jubilee TV brings you Movie-Clear® living pictures, with quick motion in sharp detail and all the accurate, infinite variety of light and shadow.

Only Sylvania has Studio-Clear® sound that captures the floating whispered word or the great rolling glory of the choir.

But to make your pleasure complete, Sylvania

has developed that new and exclusive feature for greater TV viewing comfort, HALOLIGHT. This soft, restful frame of light surrounds the picture screen, and not only is it more restful, it makes the picture look larger, seem clearer.

Plan for years of happy holidays by selecting Sylvania TV. Your choice of a superb line of cabinets, traditional and modern, worthy of the set that gives you better reception everywhere.

# SYLVANIA

Established 1901—Great Name in Electronics

Television Sets; Radio Tubes; Television Picture Tubes, Electronic Products; Electronic Test Equipment; Fluorescent Lamps, Fixtures, Sign Tubing, Wiring Devices, Light Bulbs; Photolamps; Radios. Sylvania Electric Products Inc., Radio and Television Division, 254 Rano Street, Buffalo 7, New York





*In plush fur salons prices sometimes depend upon how many times the lady's hand is kissed and how much the gentleman likes the models*

## It's Usually Rabbit

For the innocent fur shopper, lost in a jungle of "mink-dyed Baltic coneys," here is some timely advice on how to keep from getting skinned in the salon

by ROBERT WALLACE

*Drawings for LIFE by Charles E. Martin*

ORDINARILY the American woman is a shrewd consumer who makes purchases with skill and thrift. The label "Variety Meat" does not convince her that the chunk of cow's paunch on the butcher's counter is anything but tripe, and she knows that "65¢, reduced from 89¢" on a price tag sometimes means that the article usually sells for 59¢. But when it comes to the purchase of a \$400-million-a-year item, furs, she becomes as innocent as a mouton, or lamb. Why this should be, no one knows. The big reason may be simply that women buy fur coats infrequently and therefore know less about them than they do about groceries. This natural ignorance is compounded by pride—many a woman would rather struggle along with the vague impression that a let-out mink is a ranch inmate that is allowed a few nights on the town before being skinned, than admit that she does not know what the term really means. It is also compounded by pride, or worse, on the part of furriers who would rather

employ any of a dozen synonyms than admit that the coat in question is made of the pelt of a big-eared animal vulgarly known as rabbit.

For whatever reason, the fact is that the American woman, whether she buys a fur coat once a year or only once in her lifetime, often gets fleeced. Now in the early winter, when there is a bite in the air and on her husband, she is out in vast numbers prowling through the stores. Here, offered as a public service, are some facts she should know about the game she is hunting and is hunted by.

The fur industry is the most centralized of all U.S. industries with the possible exception of Milton Berle. In an area of only six square blocks in Manhattan there are some 2,200 companies which manufacture 90% of the fur goods annually made in America. Into this area flows a stream of 50 million animal pelts (furriers prefer the more exact term: peltries) a year, which are turned into 600,000 coats and literally countless scarves, stoles, collars, cuffs, muffs and other products such as toy

animals and felt. The great staples of the industry are rabbit, muskrat and mink, but among the mountains of incoming pelts are those of the mole, the monkey, the wildcat, the wolf, the lynx and many another to the number of about 24. The rat is not now popular, although it was during World War I. French soldiers trapped millions of them in the trenches and sold them to Paris couturiers who used them for trimming. The vogue did not last in the U.S., perhaps because of the problem in euphemization. A furrier can Frenchify rabbit into *lapin*, but the French word for rat is *rat*.

More than a third of the pelts come from the U.S. itself, where fur trapping or ranching is big business in almost every state, and the remainder from Alaska, Canada, Afghanistan, Argentina, Southwest Africa and Russia. The importation of furs from the latter country, though, has this year been a bitter, beclouded issue.

The value of all Russian fur exports to the





**Merry Crispness**  
**FOR Years FROM You**

Guaranteed by Good Housekeeping

**FAVORITE TOAST FOR EVERYONE**



**CRISPER AND COLORMINDER**  
 ... two Proctor-exclusive features work together to give you exactly the kind of toast you like best—not by clockwork but by precision cooking. Colorminder browns to any desired shade. Crisper brings each slice to just the crispness you prefer.

**BEST BUY GUARANTEE**  
 If after 10 days you aren't convinced that this is the best toaster money can buy, return it for full refund. No ifs, no buts, no questions asked.

• The Proctor Custom Toaster is a gift that keeps on reminding friends of your thoughtfulness with every slice of good-smelling, good-tasting toast.

It does much more! Makes toast crisp or tender, light or dark, even reheats cold toast to fresh goodness—with silent hospitality.

It's good looking, too—with handy sliding crumb tray for easy cleaning. Be sure to see the Proctor Custom Toaster at your favorite store. It's *guaranteed* the best toaster buy or your money back.

Only **\$23<sup>95</sup>**  
 Fed. Tax Incl.

**PROCTOR DeLUXE TOASTER**  
 Has many of the features of the "Custom"—Colorminder, Automatic Pop-Up, silent operation, reheats cold toast. Easy-snap crumb tray



**\$16<sup>95</sup>**  
 Fed. Tax Incl.

**PROCTOR**

THE APPLIANCE NAME YOU CAN TRUST

PROCTOR ELECTRIC COMPANY 3rd St. & Hunting Park Ave., Phila. 40, Pa.



*Anybody can get fleeced at fur auctions*

## IT'S USUALLY RABBIT CONTINUED

U.S. is about \$20 million annually, enough to pay the board bill for several North Korean divisions. Last summer some Americans took steps to stop this trade. In New York angry longshoremen several times refused to unload the furs (and other Soviet products such as crabmeat) and succeeded in having a few cargoes sent back overseas. But the effect of this was minimized by two things. For every angry longshoreman, importers were able to dig up one who was only annoyed and who would unload the furs across the Hudson in New Jersey for an extra fee. And the Russians sold many of their furs to English, Dutch and French middlemen who in turn shipped them to the U.S. as their own property. While this traffic was going on Congress bumbled into the situation and passed a law banning the import of most Russian furs but excepted Persian lamb and broadtail. These furs, however, the skin of a fat-tailed lamb for which some congressmen may have felt a lodge brotherhood, constitute by far the biggest item. Thus Russia continues to extract dollars from the U.S. at an only slightly reduced rate.

When the pelts reach the dealers in New York there is a flurry of trading in which as much as \$5 million worth are sold in one auction. Beforehand the bundles of pelts are inspected by skilled buyers who have an extremely ticklish job. Some skins, including mink, are "cased," having been peeled off the animals as a child removes gloves, inside out. Thus only the tail and an inch or two of rump can be examined. Since a bundle of the best mink may contain 100 pelts worth more than \$100 apiece, a man who does not know one tail from another can make a grievous error.

The life of a fur buyer is made even more hazardous by the manner in which the auctions are conducted. Because the buyers may later resell their purchases to other buyers, they prefer not to advertise the original price. Consequently bids and raises are made in complete silence, each buyer having a private signal—a yawn, the flick of a pencil, a nod of the head—known only to the auctioneer and his spotters. An amateur at a fur auction cannot escape the feeling that he has blundered into a psychiatrist's waiting room and may find before he gets out that he has bought \$5,000 worth of weasels with an inadvertent belch.

After the buyers have done their work they retire to repair their ulcers or wait for the next auction. Meanwhile the pelts are dressed, cleaned, softened, dyed and bleached. Some of these operations are relatively simple—cleaning, for example, is usually only a matter of placing the pelts in a revolving drum full of sawdust which gently scrapes the dirt from each hair. (Different pelts require different sawdust in different proportions: birch for mink, maple for muskrat, oak for beaver.) Other processes, such as dyeing, are extremely complex and frequently secret. But fortunately the purchaser of a fur coat needs only to know *what* has been done, not how. To dress and dye an Alaska sealskin requires three months and 125 operations, at the end of which the pelt looks like a dressed and dyed sealskin.

Up to this point in the making of a fur coat the operations have been perfectly honest. But from here on, what can happen to a coat purchaser should not happen to a dog, as the expression once was.

CONTINUED ON PAGE 85



Don't it about time to give Sis a watch that belongs on the wrist of an attractive young lady? This one does.

You know an active man who hates to bother with little details? No winding necessary for him with this modern automatic!

That smart young business man in your family should have a smart watch like this handsome model.

Makes mother happy and proud that you selected such a lovely gift as this for her Christmas.

Give your wife a Christmas she'll remember. She will always cherish this watch.

Make your boy's first watch a good watch. This one is sturdy, good-looking too.

a. \$25.95, b. \$29.75, c. \$33.75, d. \$33.75, e. \$49.75 (automatic), f. \$19.95

## We had Santa Claus in mind when we priced good watches as low as \$19<sup>95</sup>

Wadsworth Watches make wonderful Christmas gifts for every member of the family



Arthur W. Wadsworth

If you're looking for a watch that will make a special person especially happy this Christmas, you need look no further.

Wadsworth Watches have jeweled lever movements that are dependable, accurate, and easily serviced.

Wadsworth Watches have attractive cases, created by expert craftsmen who make cases for some of the most expensive watches.

Wadsworth Watches are available in styles that will make the young student happy—the young lady proud—that will make dad nod approval, will make mother smile—will serve the sportsman well.

Every Wadsworth Watch carries my personal guarantee. And prices start at \$19.95.

**Don't wait until the last minute—  
see your jeweler now**

The Wadsworth Watches shown here may give you a good idea for your Christmas shopping. But it's a better idea to actually see the new Wadsworth Watches at your jeweler's, make your selection, and wrap up your shopping now.

And here may I add my very best wishes for a Merry Christmas to you and yours.

*Arthur W. Wadsworth*  
PRESIDENT

The Wadsworth Watch Case Company • Dayton, Kentucky • subsidiary of Elgin National Watch Company

**Wadsworth**  
A GOOD WATCH AT A BETTER PRICE

All prices shown include Federal Tax, and are subject to change without notice.





Yes, you can still buy a distinctive  
**CHRISTMAS GIFT**

of fine  
for

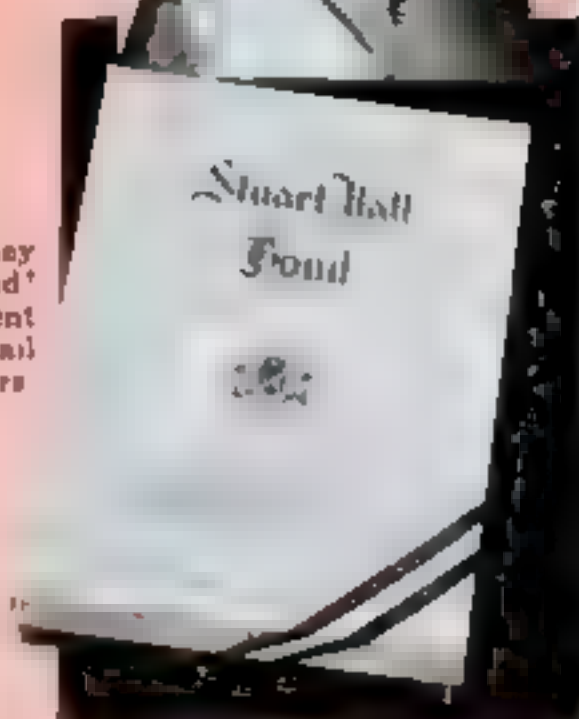
**Stuart Hall**

Stationery

or less!

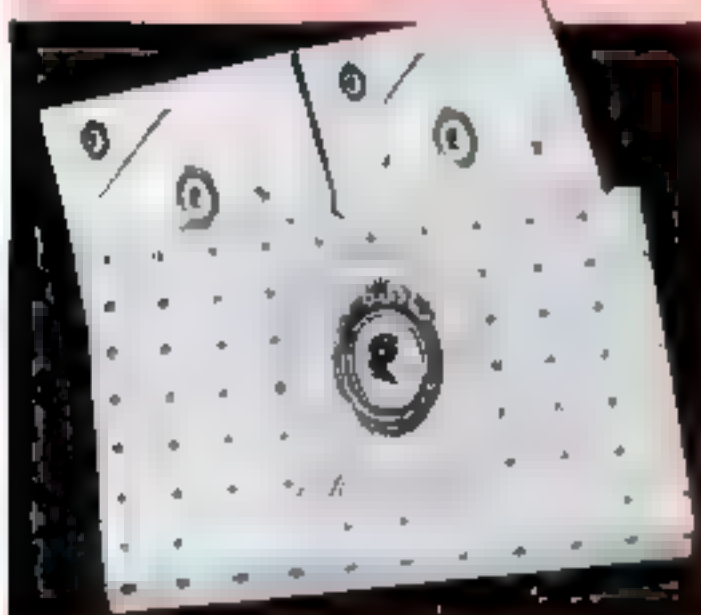
for Uncle John

the finest stationery money  
can buy—Stuart Hall Bond.  
It's tissue-thin, rag content  
bond. Perfect for air mail  
as well as regular letters.  
Only \$1.00.



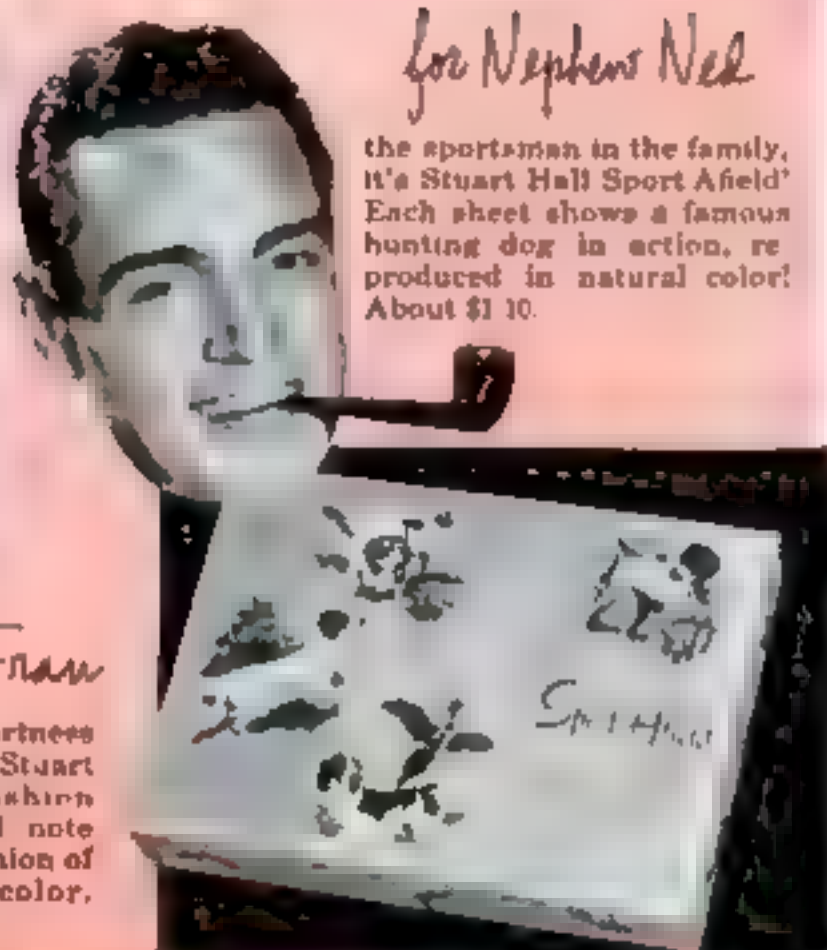
for Cousin Mary

Stuart Hall Miniatures... a  
paper that's as charming as  
she. Each sheet and envelope  
is decorated with a dainty  
housewife. About \$1.25.



for Nephew Ned

the sportsman in the family,  
it's Stuart Hall Sport Afield.  
Each sheet shows a famous  
hunting dog in action, re-  
produced in natural color!  
About \$1.10.



for Friend Fran

a tribute to her smartness  
and good taste—Stuart  
Hall Authentic Fashion  
Notes! Each folded note  
shows a popular fashion of  
the 1900's in full color.  
About 80¢.



for Everybody!

You can still afford to give the finest  
when you give Stuart Hall writing  
papers! Remember only Stuart Hall  
gives you original designs...fine papers  
...and exclusive mint-flavored gum seal  
on envelopes. And every box is cello-  
phane-wrapped! Don't wait—get  
Stuart Hall Christmas gifts today!



Look for this Stuart Hall stationery department  
at your favorite drug or department store.

**Fine Writing Paper**

2600 Walnut Street • Kansas City, Missouri



Arctic seal, Baltic leopard, Erminette  
—all are rabbit

## IT'S USUALLY RABBIT CONTINUED

(The words "once was" are used because it has finally happened to a dog. As long ago as 1945, Macy's was advertising mink coats for dogs.) The trouble begins when the processed pelts are sewed together, gets worse when the finished coat is advertised for sale, and reaches a hideous climax when the salesman works on the innocent consumer.

Sadly, there are no rigid rules which will help a coat purchaser in every situation, largely because furs are dissimilar and what is a fault in one may be a virtue in another. But there are some broad principles that do apply in all cases, plus some narrower ones that can be placed later with specific furs. The vital facts about any coat are who sells it, the kind of fur it is made of, and the quality of pelts and workmanship. If the purchaser deals with a really reputable furrier she will avoid a great deal of sorrow. If not, she can be sorely stuck.

Determining the kind of fur in a coat is by no means as easy as it should be. The industry is supernaturally expert at changing the appearance of pelts, and the legal but deceptive terminology employed by many furriers would confuse even Rudolph Halley on his sharpest day. The commonest form of deception involves the use of the name of one animal to describe another, as in "jungle mink raccoon" or "mink-dyed muskrat." This is easy enough to penetrate if purchasers bear in mind that the fur is always that of the animal last named in any series. But often furriers have invented animals, like marminks, cocolettes, beaverettes and ermines, or have transferred all or part of the name of an uncommon animal to a common one. Arctic seal, Australian seal, Baltic leopard, Belgian beaver, black lynx, Buerette, Castorette, Chinchillette, Erminette, Marmotine, Sealine, Galland squirrel, coney and lapin are all synonyms for rabbit. Purchasers can get around this by employing a little native stubbornness, a commendable quality that advertisers have been trying for years to amputate from the American personality. Any fur salesman if pressed hard enough will eventually exhaust his vocabulary and come down to unvarnished truth. And happily the days of deception are numbered. After next Aug. 1, under the terms of a new federal law, the labels on fur coats cannot use the name of one animal to describe another animal, must state the true English name of the animal from which the fur came, the country of origin of the fur and the fact, if it applies, that the coat contains used fur or is made of scraps. (Frequently entire coats are made of paws, tails or bellies, which are first laboriously sewed together in yard goods called plates. Plate coats, never advertised as such, can be found at bargain prices in big department stores.) As with the present ruling, whether the coat is blended or dyed must be stated.

Once the kind of fur has been determined, it can be examined for quality. Here, because the excellence of a pelt depends on countless factors including where the animal came from, what it ate, how it got along with its associates (tooth punctures are not good), its ancestry, and when and how it was skinned and dressed, the purchaser is up against a tough problem. Generally, if the fur is thick, silky



# LEWYTT

WORLD'S MOST MODERN VACUUM CLEANER



Listed by  
Underwriters'  
Laboratories



SUPER-CLEANS RUGS!



CLEANS UPHOLSTERY!



RENEWES CLOTHES!



GETS WAY UNDER!



REACHES WAY UP!

## no dust bag to empty!

- **No muss! No fuss!** No dust bag to empty! Simply toss out Lewyt's paper "Speed-Sak" a few times a year!
- **It's quiet—no roar!** Terrific suction power, yet super-quiet! Lewyt's so easy on your nerves!
- **Preserves your rugs!** Famous No. 80 Carpet Nozzle gets more embedded dirt...picks up lint, threads, even dog hairs...all with less rug wear!
- **Sweeps bare floors, tile, linoleum!** Swish—and dirt disappears! No more dust-spreading brooms or back-breaking dust pans!
- **3 filters purify the air!** Unhealthy dust can't escape Lewyt's Speed-Sak, Dustalator, and Micro-dust filter!
- **Neat and compact!** So light, easy to use! Glides smoothly in any direction—follows you around effortlessly as you clean!
- **7 light, work-speeding attachments** do all your dusting; brighten drapes; clean radiators; spray; wax; de-moth!
- **A complete home cleaning center,** Lewyt costs no more than ordinary vacuum cleaners. See a demonstration at your authorized Lewyt dealer—you'll find him listed in your Classified Telephone Directory.



DOES YOUR DUSTING!



SWEEPS BARE FLOORS!



POWER-SPRAYS PAINT!

Stop at  
this display...

for just 10 seconds  
and let your dealer  
show you the revolu-  
tionary advantages of  
the Lewyt Vacuum  
Cleaner!



DO IT with

## LEWYTT

Write today for colorful 16-page booklet, "Home Cleaning Made Easy"!

LEWYTT CORPORATION, DEPT. 12, 70 BROADWAY, BROOKLYN 11, N. Y.



There goes the  
**DIRT**—fast!



"I like to do odd jobs around the house—and I like the way Boraxo gets my dirty hands really clean in a hurry afterward!"



"I'm a carpenter... dirt and grime grind down into my hands. But Boraxo gets even my nails clean... and I like its speed!"



Mother and the youngsters use Boraxo... it leaves skin soft and smooth. No smeared soap disk—and it saves on towels!



Ground-in dirt vanishes in a jiffy with speedy Boraxo! And Boraxo is as easy on your hands as fine toilet soap. Keep it handy for everybody—not only in the bathroom, but at the kitchen sink. It even removes fish odors! Buy the regular size or money saving one-pound can!

**BORAXO GETS OUT DIRT**

**PLAIN SOAP CAN'T REACH!**



So quick and easy to use... just wet your hands... pour on fast-working Boraxo powder... no hard rubbing necessary.



In seconds, creamy Boraxo gets hands—knuckles—even nails—really clean! Start your family using Boraxo right away!

ANOTHER FAMOUS "SO MULE TEAM" PRODUCT

and lustrous, it is good. But this can only be decided on comparison—even a mouse looks good alone. By far the best way to proceed is to ask the furrier to display a selection of coats and to explain why one is priced higher than another. Any reputable furrier with a fair-sized stock will be able and willing to do this.

First, if possible, the purchaser should examine the leather side of the fur. The skin should be soft and pliable or the coat may soon split or tear. The pattern of the stitching should be fairly regular. In "let-out" coats there should be innumerable small seams, very close together, running more or less vertically. (Letting out is a process in which a pelt is cut into many thin diagonal pieces and sewed into an extremely long one. The purpose of this is to expand the grotzen, or back center line of the pelt, so that it will run the entire length of the coat.) In coats which are not let out but sewed "skin on skin" the pelts are simply joined with wavy or zigzag seams. It takes experience to recognize good and bad piecing, but a purchaser who shies away from anything that looks like a jigsaw puzzle is usually safe.

In furs which are normally straight-haired (most furs are), the tips of the hairs should not curl over. If they do, it indicates that during some process in dressing or dyeing the hairs have been dried out and will split or wear away quickly.

If the fur is dyed, as most furs are, the purchaser should be so informed. Dyeing is a legitimate operation, but coats made of dressed pelts are usually more valuable than dyed coats, which can be passed off as natural. If there are any doubts about whether dye has been used, the fact can usually be detected by pushing the fur apart and examining the skin beneath. Natural skins are cream-colored; others are the same color as the fur. "Blended" furs are also dyed, but in their case the dye is applied to the tips of the hairs and does not penetrate to the skin. This is far harder to spot, but can sometimes be detected if the individual hairs are examined in a strong light.

Many furs are sheared—run through a cutting machine which chops off all the hairs at a uniform height. This also is a legitimate operation and enormously improves the appearance. But purchasers should make certain that it has been expertly done. If it has not, the fur will be full of ridges which will become increasingly prominent as the coat is worn.

The inconspicuous or unseen surfaces of a coat—the undersides of arms, collars and cuffs—should always be carefully examined. Second-grade pelts are often used in those places (sometimes properly), but at least the furs should be durable, properly colored and in fair-sized pieces rather than scraps.

### Rabbit to sable; \$175 to \$75,000

WITH these ideas in mind a purchaser can approach a furrier with a little confidence. But the confidence will quickly fade when she studies price tags under combat conditions.

It is best to approach prices circumspectly, beginning with rabbit and working up to sable, so that the purchaser can throw up the sponge at any point along the way. The figures given below indicate fair, average retail prices for full-length coats of good quality. They include the 20% luxury tax—this may some day be repealed, but it is only reasonable to point out that practically the last important tax Americans managed to eliminate was the Stamp Tax.

Rabbit is an honest fur that has suffered greatly from excessive use and ridiculous labeling but is now beginning a comeback. Its disadvantages are that it is not particularly durable or warm, but real warmth is seldom considered by coat purchasers today.

In the mid-'30s half the garments turned out by the fur industry were of rabbit. Fifteen years later the figure had fallen to 15% and the American Rabbit and Coney Dealers' Association was in a state of hysterical depression, during which it awarded the title "Mr. Peter Cottontail of 1950" to Guy Lombardo. This year the association took a slightly firmer grip on itself and put on a show called "The Rabbit Habit" to display such things as a chinchilla-dyed rabbit shrug-shoulderette by Furbelows and a let-out sheared beaver-dyed rabbit bat-wing coat by Cadenas. The show reminded customers that if top-quality rabbit pelts are handled by good workmen the result looks good. A coat costs \$175.

Next above rabbit is mouton, which is ordinary sheepskin or wool. Mouton is bulkier and less manageable than rabbit but is warmer, wears well and sheds rain. Mouton pelts are large—it takes only five or six to make a coat vs. 50-60 rabbit skins—and there are therefore few obvious joints. Mouton is always sheared and usually dyed to simulate Alaska seal or nutria. The price should be about \$180.

Of all furs muskrat is probably the best buy. Northern muskrat has a much thicker and silkier fur than southern muskrat, and is

CONTINUED ON PAGE 30





## How many colds do your children catch this easy way?

*One a winter* would be too many. But, chances are, it's a lot more than that — when your floors are chilly. And cold, drafty floors not only menace your children's health, they chill *your* feet and legs, threaten the health of the whole family.

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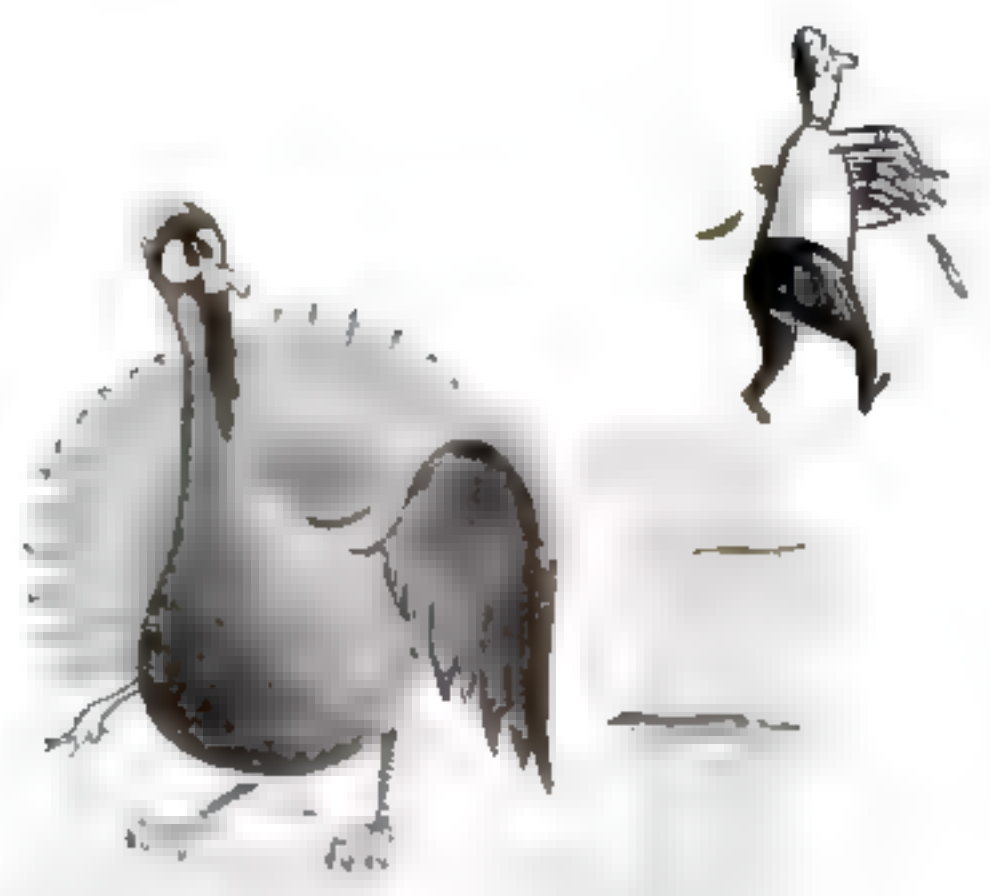
**Gin**

**SHER**

**CLARET**

**RYE**

**COGNAC**



*Turkeys suffer too: their right wing feathers go to paint stripes on mink*

### IT'S USUALLY RABBIT CONTINUED

therefore the one to look for. Good muskrat pelts can be made in coats that resemble mink so closely that even furriers are sometimes fooled. The coat is tossed into a dyeing vat, from which it emerges uniformly colored. The characteristic dark "mink" stripes are then stroked on (blended) by craftsmen who use turkey feathers brushes. (Only those from the right wing are used. Left-wing feathers are bent the wrong way.) The finished product should cost about \$400 (skin on skin) or \$600 (let out).

Raccoon costs enough (about \$500) and looks good enough to be sold for what it is, raccoon, although it is sometimes processed to resemble beaver. Beaver, a couple of rungs higher on the ladder at \$900, has one serious drawback. The fur mats and must be treated once a year at \$15 per treatment to keep the hairs separated.

Above the raccoon and the beaver is the nutria, or coypu. Ot animals are skinned so that the best part of the pelt, along the back, is preserved. But in the case of the nutria, which looks like an overgrown muskrat, the back fur is thrown away. This is because much of the animal's life is spent in the water with the result that stomach fur, exposed to cold, becomes dense and soft while its back fur, exposed to sunlight, becomes coarse and stringy. Furthermore the nutria has eight teats on its back to which its young cling when it swims. Nutrias are native to South America and have a rich bluish-brown fur.

Somewhere in the \$700-\$2,500 bracket is a group of furs among which any purchaser can get hopelessly lost. Members of this group have two characteristics in common—they are all pelts of very young (sometimes prematurely born) lambs, and they all have curly, "knuckled" appearance. Persian lamb and broadtail are the two most commonly used names for furs in this group although there are many others. The qualities to look for are luster and a broken pattern. At this price level purchasers can be not merely stuck but goaded, and should make doubly certain that they are dealing with reputable furriers.

Above the lambs are the minks. Alas, minks are fit company only for the buzzard, the black widow spider and the death adder. Minks are vicious and treacherous; they sink their teeth in the hand of the rancher who feeds them, and the only way to make them let go is to spit in their beady little eyes; they devour their own children; they murder their own mates; also, having scent glands like skunks, they stink.

To make one good mink coat, 60 to 80 pelts must be sliced into hundreds of pieces and sewed together with a mile of thread. This done, the long, narrow pieces must be joined and the coat spread out on a huge board, where some 6,000 nails are driven in along the seams. (The nails hold the coat firmly, forcing it to "set" in precisely the right shape.) Thereafter the coat must be lined with expensive fabric by expensive tailors, cleaned, glazed and otherwise manipulated, all at great expense. The upshot is that the cost of labor alone runs in the neighborhood of \$1,200 per coat. Added to this is the price of pelts at anywhere from \$15 to \$250 apiece, overhead, profit and tax. Thus the rock-bottom cost of a run-of-the-mine coat is \$2,500. Mink men feel that a \$2,500 coat is good enough for a spaniel to sleep on, so long as it is not a spaniel whose feelings are easily hurt.

There are, unfortunately, three kinds of minks: standard ranch

**CONTINUED ON PAGE 25**





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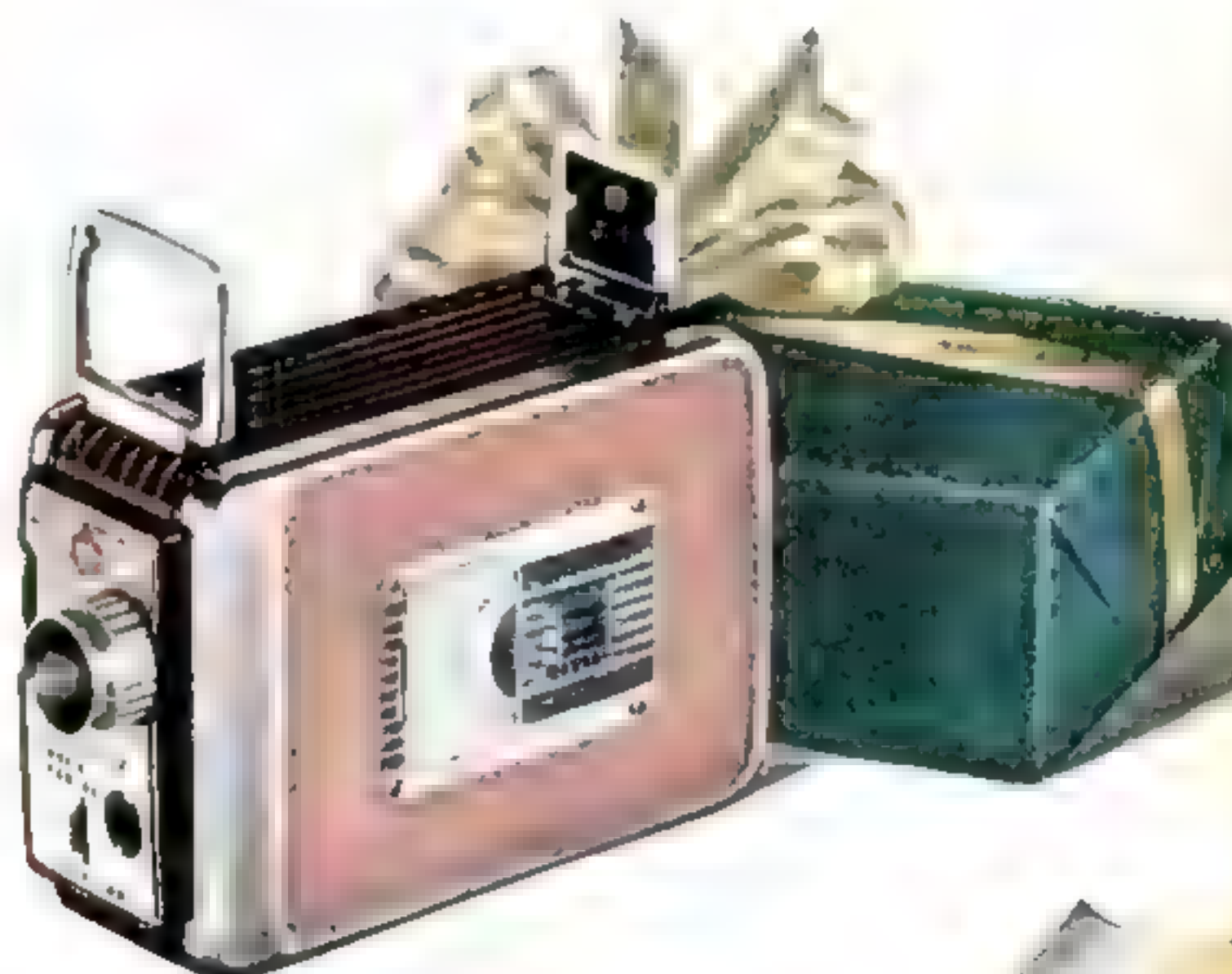
... That's why it's so satisfying to give a Kodak camera. It's such an accomplished gift... an important personal possession bringing immediate and lasting pleasure to young and old.

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**\$59.95\*** Functional modern of blond oak with attractive picture-frame molding around front panels. Lane automatic self-lifting tray. Model #2737.

Other Lane Chests from as little as \$49.95.\* Easy Terms

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**De Luxe streamlined modern** with panels of matched American walnut stump, Zebra wood, Paldao wood and American walnut. Lane automatic tray and receding lid hinges. Model #2693—very special at \$69.95.\*



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**Distinctive modern** of silver gray walnut with handsome carved molding. Lane patented self-lifting tray and secret drawer in base. Model #2706. Same design available in American walnut, #2705. Both, \$69.95.\*



LIVING ROOM

**Unusually fine Colonial Chest.** This handsome drawer chest is veneered with beautiful American cherry. Full-length drawer in base—three simulated drawers above. Model #2547. A decorator piece at \$89.50.\*



..... and your head says "something sensible,"

# CHEST for Christmas



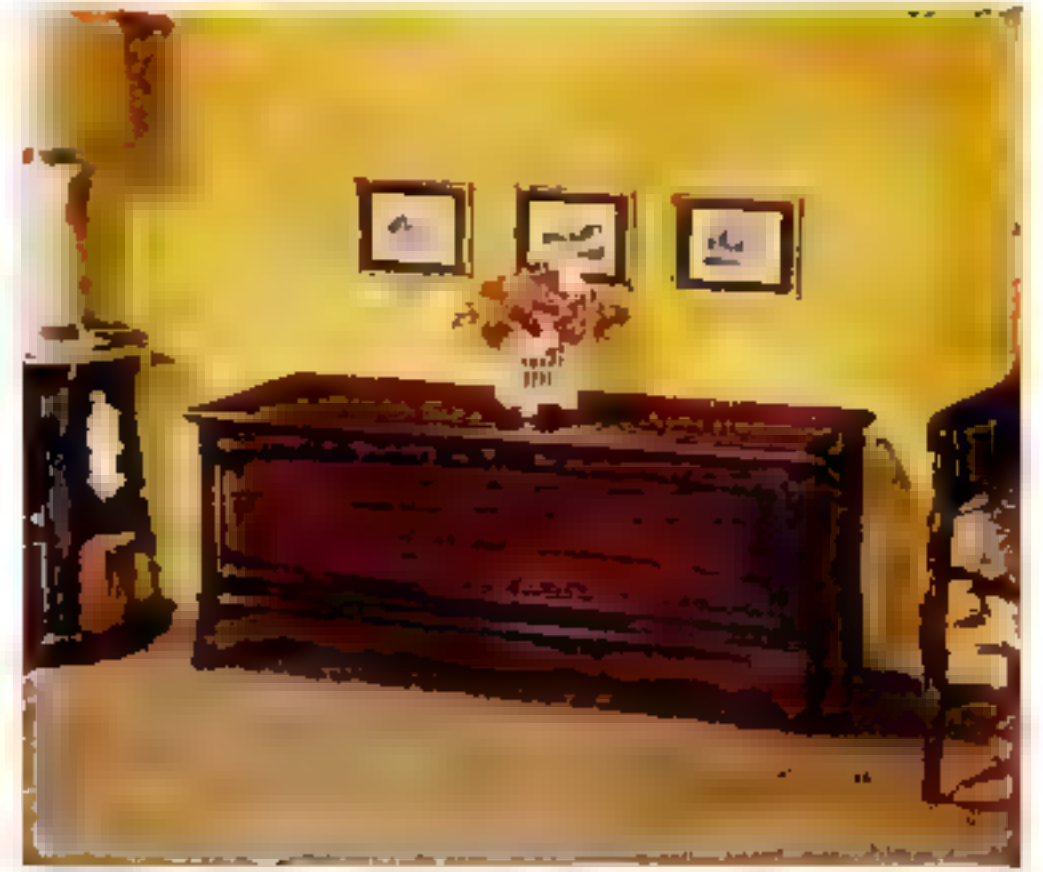
DINING ROOM

**Graceful Queen Ann Lowboy** with rich mahogany finish. Full-length drawer in base—simulated drawers above. Model #2682. An exceptional value at \$99.50.\*



BEDROOM

**Streamlined modern** of matched American walnut with paldao wood trim. Equipped with automatic tray and receding lid hinges. Model #2691—\$59.95.\*



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**Handsome 18th Century Chest** in glowing African mahogany. Lane automatic self-lifting tray. Aroma-tight, like all Lane Cedar Chests. Model #2601—\$59.95.\*



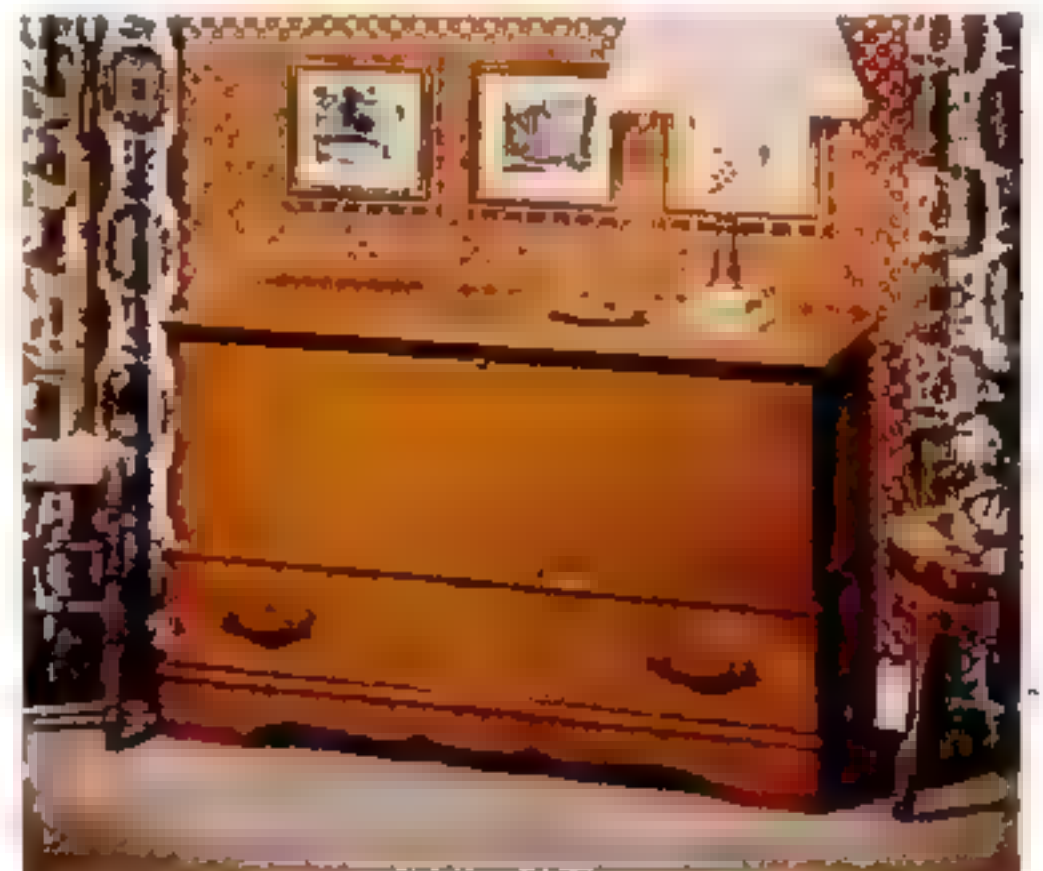
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**Attractive 18th Century Drawer Chest** in glowing Honduras mahogany. Full-length drawer in base, two simulated drawers above. Model #2221—\$89.50.\*



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**18th Century Salem Chest** in African mahogany or Colonial maple. Full-length drawer in base, 4 simulated drawers above. Model #2365—a fine value at \$79.95.\*



LIVING ROOM

**Clean-cut Maple Chest**, perfect with Early American or Ranch-type furniture. Chest above—full-length drawer in base. Model #2665. Fine buy at \$79.95.\*



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**Adaptable modern** of matched American walnut suitable for almost any room in the house. Delicate moldings outline the front panels. Lane's self-lifting tray. Rubbed and polished finish. Model #2701—\$59.95.\*



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**Stunning modern.** Miss America Special in blond oak or walnut, \$69.95.\* Larger De Luxe model in blond oak, walnut, grey walnut, mahogany, or cordovan, \$79.95.\* Both sizes have full-length drawer in base.



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**Decorative modern** with streamlined top—finished in matching figured Avodire, a blond wood of extraordinary beauty. Equipped with Lane's patented self-lifting tray. Model #2700. Unusual at \$69.95.\*



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Lady, Tide not only gives you cleaner dishes—Tide actually makes dishwashing a clean, pleasant job, instead of a greasy, messy one. It's a miracle the way Tide floats grease off dishes, seems to make grease *disappear*. The dishwater stays so *clean*, and when you pour it out, there's no greasy "ring"... even the dishpan is clean! There's *nothing* like Tide!

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even without wiping!**

It's a miracle the way Tide gets dishes **CLEANER**—more sparkling bright—than *any* soap of *any* kind! Tide *leaves no soap film* to dull or streak them. No need to wipe! Just rinse and let them *drain dry*... and every dish, every glass will simply *glisten*! Talk about *easy*! There isn't another product made that will do the job easier than Tide!

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now milder than ever!**

If you hate putting your hands in greasy dishwater—how you'll love Tide's smooth, stay-clean suds! Those long-lasting suds are *kind* to hands—milder than ever before. Yes, Tide makes dishwashing so much *pleasanter* and *easier*, gets dishes so much **CLEANER**! Try it—and see why more women use Tide than *any other dishwashing product*!



ALWAYS BUY TWO...



ONE FOR DISHES...



ONE FOR LAUNDRY!





Women must overcome their awe of furriers

## IT'S USUALLY RABBIT CONTINUED

minks, wild minks (that is, good wild minks, notably those from Labrador), and ranch mutation minks. Standard ranch minks are brown to black-brown and are the ones that wind up in \$3,000-to-\$5,000 coats. Labrador minks are dark blue-brown; coats made of them cost up to \$20,000. Mutation minks come in many colors at prices that require courage to quote aloud. Mutations are essentially freaks, oddly colored animals produced by accident or experiment and bred as a separate strain by the rancher. There are mutation minks in pure white and dozens of shades from pale yellow to blue-gray, but only about 10 are popular, of which the best-known are Silverblu, Koh-i-nur, Blufrost, Pastel, Aleutian, Heather and Sapphire. Sapphire, the latest to hit the market, is a startling light bluish-gray, the color of a bookmaker's hat, and is still so rare that no more than a half dozen full-length coats have been made of it. One was sold by Neiman-Marcus to a Texas oilman for \$36,000, the highest price ever paid for a mink coat. There is one for sale, though, for \$50,000 at I. Magnin in California. The highest price ever paid for any fur coat was apparently the \$70,000 the Maharaja of Baroda shelled out to Maximilian of New York for a Russian sable.

However, the selling end of the mink business is not always as pleasant as these prices indicate. Minkmen also get stuck, and sometimes painfully. Not long ago a wealthy New York housewife walked into Gunther Jaekel's, another top fur salon, to try on a \$24,000 mink. The coat had been custom made and had a huge collar and puffed sleeves, features no minkman would incorporate in a coat unless he were first fairly sure of selling it. The woman glanced at herself in the mirror, removed the coat, dropped it on the floor and walked out murmuring, "I hate mink." Gunther Jaekel still has the coat, now without the collar and puffed sleeves, and will part with it for \$12,000.

Shortly before World War II, ranchers got the idea of selling live minks in packages of four, one male and three female, to people with limited funds and unlimited patience. The price was \$300-\$500 per unit, and the ranchers retained the minks on their farms, feeding and otherwise caring for them at a rate of about 70¢ per month per mink. Purchasers could drop in on weekends or vacations to visit their coats.

The coats grew. (Female minks produce from three to eight young, called kits, each year.) At the end of three years purchasers whose minks had done well had anywhere from 100 to 200 pelts. The best were put aside for a coat and the balance sold to pay for the labor of making the coat. In that way a few people, for an outlay of a few hundred dollars, were able to obtain coats worth several times that. Perhaps the outstanding example of perseverance and good fortune in this field is that of Mrs. Walter E. Phosky of Los Angeles, which is also the home of Teitelbaum the furrier. In 1944 Mrs. Phosky bought four minks for \$300 from the American Fur Farms of Goshen, N.Y. In 1947 Mrs. Phosky had 139 pelts, from 65 of which Teitelbaum made her a coat appraised at \$7,500. Had Mrs. Phosky been content to settle for the coat alone, selling Teitelbaum the 74 unused pelts, she might have had it for a total cost, minks, cage and board included, of only \$365. She was swept away with success, however, and wound up buying two additional

CONTINUED ON NEXT PAGE



"all I said  
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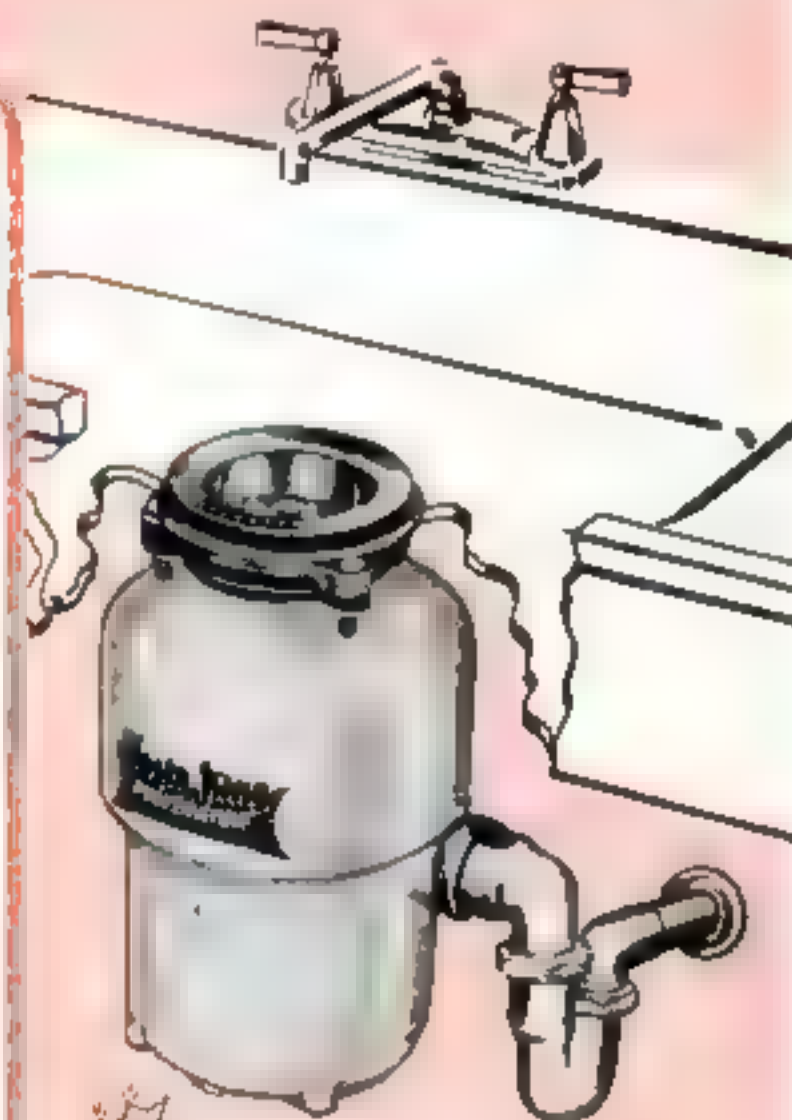


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EXTRA smoothness  
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in 4 year old RONRICO —  
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## IT'S USUALLY RABBIT CONTINUED

pelts from Teitelbaum, who then made her a jacket, a muff, a scarf of five skins and a mink hat. Altogether Mrs. Phosky paid \$3,800; but she got five mink pieces collectively valued at \$13,000.

It should be added instantly that conditions in the mink-ranching business have changed since 1944. Today the cost of boarding a mink compares with that of keeping a daughter at Vassar, with the result that it is practical only to grow coats of the most expensive mutation mink. The beautiful story of Mrs. Phosky and Teitelbaum may never happen again.

Above mink may, or may not, be sable. Their relationship is a touchy matter—the very best sable is probably superior to the very best mink, but in the \$50,000-plus class prices are influenced by such things as the décor of the salon and the number of times the salesman kisses his customers' hands. (That is not a figure of speech; in some New York stores a woman can get calluses up to the elbow.) Sable is an old, established fur and mutation mink an upstart, but on the other hand mink is American and sable is Russian. Very few sable coats are sold today.

Not above mink or sable, but in a peculiar position at the side, is chinchilla, a native of South America. Some 28 years ago an engineer-naturalist named M. F. Chapman went to South America, climbed the Andes and captured a number of chinchillas, small rodents that look like pearl-gray squirrels with incredibly thick, soft fur. (The fur is so thick that fleas cannot penetrate it.) Chapman carefully brought them down to sea level, a process that alone took several weeks because chinchillas live at an altitude of 16,000 feet and would have died if the descent had been too swift, and then to the U.S. He bred them, sold a few pairs to other breeders, and thus launched what is now a medium-sized industry. The 1950 census revealed that there are some 5,000 chinchilla ranchers in the U.S. and that their herds total about 125,000 animals. However, very few of these appear for sale in the fur market: ranchers sell the pelts of those which die of natural causes, but are not yet ready or willing to kill any of their breeding stock. Thus the price of chinchilla fur is artificially controlled and few people have an accurate idea what the pelts will be worth when they hit the market in volume. Ranchers now sell their breeding stock at \$2,000 a pair—the price has been as high as \$3,200—but this figure means very little except that hopeful newcomers in the field must part with a lot of money and stand to be wiped out when mass selling starts. No one knows how fast or how far the price will drop, but Maximilian makes a calculated guess. "A year or two after those things reach the market," he says, "they will be on a par with rabbits"—and this gentle, familiar word, rabbits, brings our discussion full circle.



The fur business is as old  
as the first envious cavewoman

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TOGETHER!

**FUN** not only at Christmas time, but for the years ahead, with your AMERICAN FLYER model railroad. Picture yourself at your AMERICAN FLYER control panel. Before you are the busy yards and main line tracks. As you manipulate the controls the amazing Operating Stockyard goes into action. Cattle mill about the corral, troop up a ramp and into an AMERICAN FLYER stock car. Then, from the Talking Station, come railroad yard sounds and a conductor's voice announcing train schedules! And along the straightaway streaks your AMERICAN FLYER limited, smoke streaming from the stack and whistle blowing. Here's fun for you—and everybody!

And when you do get your electric train you'll want to make sure it's AMERICAN FLYER. For AMERICAN FLYER and only AMERICAN FLYER gives you all of these features:

**Smoke and Choo-Choo.** The last word in realism! Smoke puffs from the stack while you hear the steady choo-choos, all timed to the driving wheel action!

**Two-Rail Track.** Another AMERICAN FLYER exclusive! Just like a real railroad right-of-way. Authentic "T" rail for wheel-hugging traction.

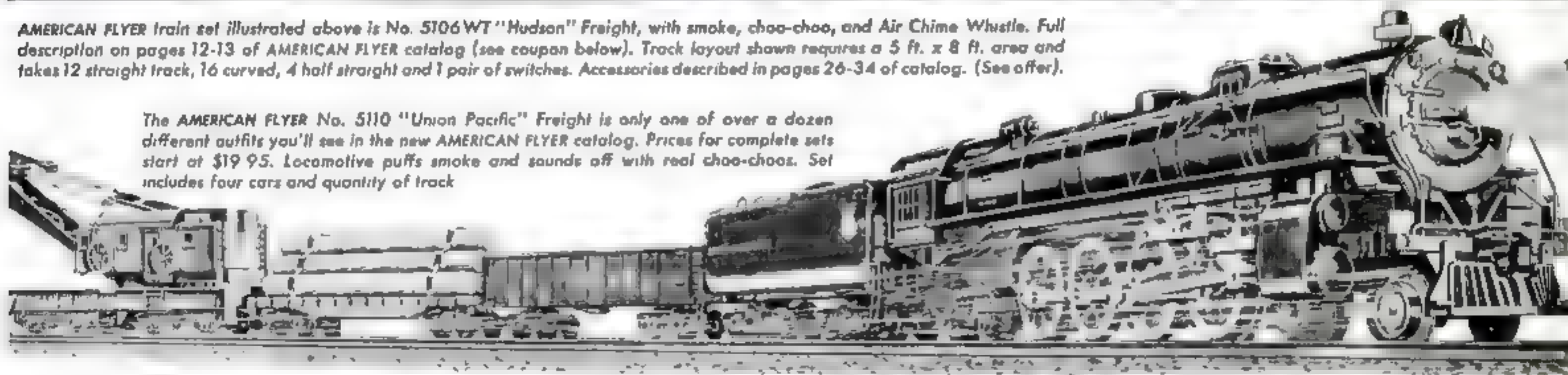
**Built to Scale.** Each AMERICAN FLYER locomotive and car a replica in miniature of the real thing! Made to perfect 3/16-of-an-inch scale. Looks right and is right!

**Air Chime Whistle.** Just like the real-life Nathan Air Chime Whistle, railroading's newest feature. Clear, sharp tones right from the locomotive.

**Worm Drive Motor.** Smooth, dependable power—and lots of it—for mountain grades or flat hauls.

AMERICAN FLYER train set illustrated above is No. 5106 WT "Hudson" Freight, with smoke, choo-choo, and Air Chime Whistle. Full description on pages 12-13 of AMERICAN FLYER catalog (see coupon below). Track layout shown requires a 5 ft. x 8 ft. area and takes 12 straight track, 16 curved, 4 half straight and 1 pair of switches. Accessories described in pages 26-34 of catalog. (See offer).

The AMERICAN FLYER No. 5110 "Union Pacific" Freight is only one of over a dozen different outfits you'll see in the new AMERICAN FLYER catalog. Prices for complete sets start at \$19.95. Locomotive puffs smoke and sounds off with real choo-choos. Set includes four cars and quantity of track.



The sensational AMERICAN FLYER "Santa Fe" Diesel streamliner! Read all about it on pages 14-15 of catalog. Locomotive has TWO motors!



Don't miss this wonderful offer. Only 10¢ brings you prepaid big 48-page American Flyer catalog in full color. Crammed with exciting news about new American Flyer trains and accessories PLUS Erector sets and other Gilbert toys.

Gilbert Hall of Science  
221 Erector Square, New Haven 6, Conn.  
Rush big train catalog. I enclose 10¢.

**SEND 10¢  
FOR  
CATALOG  
TODAY!**

Name.....  
Street.....  
City.....State.....

This offer good only in U.S.A.





Two . . . that beat as one! His watch, Gruen Autowind Neptune, 17 jewels, self wind mg. Yellow gold-filled case. \$71.50. Hers, Gruen Veri-Thin Continental 17 jewels Yellow gold-filled case, smart red or black suede band with matching dial. . . . \$71.50



Mistletoe was never like this! . . . never drew a response like the one you're going to get when you give him the Gruen Veri-Thin Bradford! 21-jewel Gruen-Precision\* movement, gleaming yellow gold-filled case, good-looking alligator strap. . . . \$71.50

*Which picture fits your love  
this Christmas?*

There's a place here for *everyone* who wants to warm a heart, get a breathless gasp, light up a pair of eyes this Christmas. It's all done with the magical gift of a Gruen Watch . . . the distinguished, the beautiful, the *Precision\** watch. Before another day ticks away, see the wide and wonderful selection of Gruen watches at your jeweler's. Sheer bliss for every wrist . . . from the contoured Curvex



How to send a heart sky-high. Left, Gruen Groom; right, Gruen Bride—what a happy pair of Veri-Thin watches! Identical to the last tick in their 15-jewel movements, their smart new styling, their slim, trim perfection! Each watch priced at just . . . \$39.75



"Somebody peeked and found out!" His, the Gruen Curvex Portrait, 17 jewels. Curved to fit his wrist, Yellow gold-filled case, alligator strap. \$49.75. Hers, Curvex Can den. 17-jewel movement, white or yellow gold filled case, snake-chain bracelet. . . . \$59.50





As if you didn't know you'd be kissed!...when you give her the Gruen Veri-Thin Riviera! 14 kt. white gold case with 40 magnificent diamonds. Something wonderful inside, too, the supremely accurate 17-jewel Gruen-Precision® movement....\$695.00



"Darling, you shouldn't have!" His, the Curvex Executive 17 jewels, 14 kt. white gold, black dial and band; or 14 kt. yellow gold, white dial Alligator strap. \$200.00. Hers, Veri-Thin Paulette, 17 jewels 14 kt. white or yellow gold case, 2 diamonds.....\$115.00

to the exquisite Veri-Thin . . . from the modern self-winding Autowind to fabulous diamond-adorned 21-jewel models. It's reassuring to know that, whatever Gruen you choose, you've selected the only watch authorized by the U. S. Patent Office to stamp "Precision" on the dial. Give Gruen this Christmas, for it says, "For you—just for you—nothing in the world but a Gruen will do!"

*Gruen*

THE FIRST WORD IN PRECISION®  
THE LAST WORD IN STYLE!

"Precision" and "The Precision Watch" are registered trademarks. All Gruen Watches are electronically tested and certified for "Precision" quality. Gruen is the official timepiece of TWA—Trans World Airlines. © 1951, The Gruen Watch Company, Time Hill, Cincinnati 6, Ohio, U. S. A. In Canada: Toronto, Ontario. Prices include federal tax and are subject to change without notice.

For television enjoyment at its best tune in "The Gruen Theatre," ABC network



Make this the Christmas to remember! For him, Gruen Curvex Centennial. 17 jewels. Distinctive yellow gold-filled case, expansion band \$67.50. For her, Veri-Thin Estelle. 17 jewels. Dainty white or yellow gold-filled case, Guldite steel back.. . . . \$49.75



For the very first name on your list. For a man among many, the Gruen Autowind Medalion. Magnificent 23-jewel movement, 18 kt. gold case. \$350.00. For the luckiest of women, Veri-Thin Moritz, 14 kt. white gold set with 44 diamonds.....\$1250.00





### SEPTIC ZONE

Septic zone of Lytle Creek begins below outlet of a sewage disposal plant (*extreme left*). Because pollution cuts water's oxygen content, no fish can survive. Macroorganisms like the tubificid worm (*left of circle*) and the rat tail maggot and mosquito larva (*right of circle*) can, because they get oxygen from the air or extract it from water. A few species of microorganisms (*in circle*), present in huge numbers, break down the polluting material to help free the stream from contamination.

### RECOVERY ZONE

In the recovery zone of Lytle Creek fish begin to appear again because the water is partially cleared of pollution and now contains some oxygen. Clustered around the circle are typical fish and macroorganisms of such a zone. At the left are a bullhead, a scavenger beetle and a shore-fly larva; at the top, a creek chub; and at the right, a common sucker and a horse-fly larva. Recovery zone water also contains additional microorganisms (*circle*) which complete breakdown of the sewage.



**IN THE RECOVERY ZONE** Biologists Max Katz and Arden Caufm drag a fine-meshed seine through a quiet pool to collect its fish and tiny organisms. Such

hauls are made at periodic intervals throughout the year, both during the day and at night, to determine the ways in which the stream's population fluctuates.





### CLEAN ZONE

In the clean zone of Lytle Creek the water is saturated with oxygen because the polluting materials are completely eliminated. Clean-water fish and oxygen-dependent macroorganisms appear, among them the blue gill, stonefly nymph and whirligig beetle (*left of circle*), and the bass, rock bass and mayfly nymph (*right of circle*). The water is clear, and a great variety of plants and animals and new kinds of microorganisms (*circle*) are present.

# STREAM POLLUTION

**A painstaking study of a tiny Ohio creek may help U.S. clear its poisonous rivers**

As the broad U.S. landscape becomes ever more industrial and urban, many of the rivers and streams which once nourished people, crops and livestock have grown increasingly dangerous or useless. The major reason for this is water pollution. The main sources of pollution are silt, organic wastes and toxic chemicals; all three destroy the delicate natural balance among the innumerable creatures which constitute the biological life of a healthy stream. When this balance fails, the stream grows dark and noxious. Its bed becomes covered with slime, and banks of sludge slowly begin to choke up its pools. As the fish population disappears, gnats and mosquitoes multiply.

For years the U.S. Public Health Service has been studying the problem of pollution. In 1949, alarmed by its rapid growth, the service began an intensive survey of the effect of organic contamination on the life of a single stream. To approximate ideal field conditions they chose Lytle Creek near Cincinnati, a stream with a single source of sewage pollution which in one six-mile stretch changes from pure water to polluted water and back to pure water again. Near the stream a trailer laboratory was stationed. At odd hours of the day and night laboratory scientists collected samples of fish and tiny organisms (*left and right*), and gathered mud and plant life from the creek bottom (*next page*). They soon found the stream had three distinct sections: a zone of pollution, where no fish lived; a zone of recovery, with some fish and a biological life differing from its neighbors; and finally a clean zone in which life was normal. Careful sampling of each section then indicated which fish and organisms were unique to it (*drawing above*). Now, after two years of research, the Lytle Creek scientists feel they can diagnose with precision the state of contamination of any stream, and suggest proven steps for clearing it.



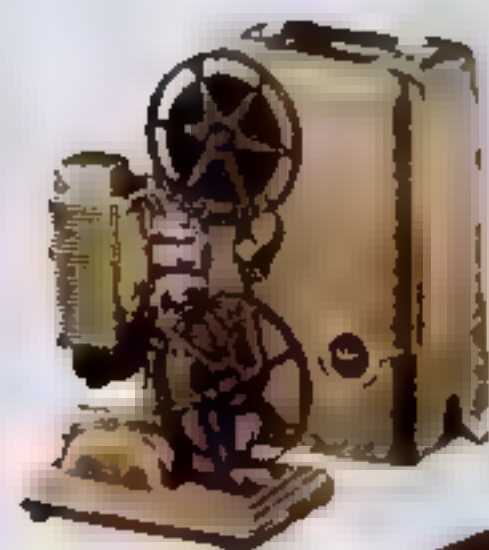
**LYTLE CREEK** averages 15 feet in width and one foot in depth over the six-mile section being studied. Here three scientists count fish netted in the two-mile-long recovery zone.



# Revere

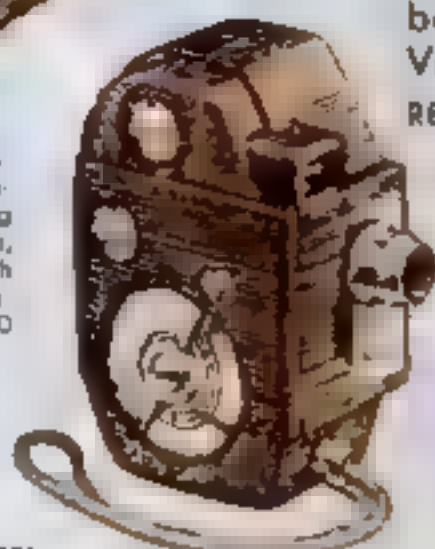
CINÉ & RECORDING EQUIPMENT

## perfect gift for all the family



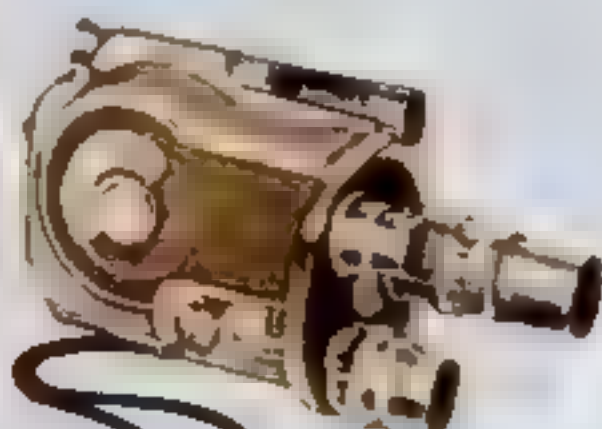
### DELUXE 8MM PROJECTOR

New beauty, convenience, economy! Complete with carrying case, 500-watt lamp, 300 ft. reel, 1.5 inch F1.6 coated lens. \$14.50



### "RANGER" 8MM CAMERA

Easy threading, five speeds, built-in viewfinder, F2.5 coated lens, inc. tax \$24.50



### "16" 16MM MAGAZINE TURRET CAMERA

Best word in 16mm movie making. Rotating lens turret versatility. With F2.7 coated lens, inc. tax \$187.50



### "8-61" 8MM MAGAZINE CAMERA

Fastest and simplest magazine loading. With F2.5 coated lens, inc. tax \$12.50

"8-61" With plastic "Swing Away" Case, \$16.50



### DELUXE LONG-PLAY TAPE RECORDER

Miracle of electronic achievement! Incomparable fidelity and tone. Ultra light weight, extra economical—records two full hours on a 5 inch reel—using half the ordinary amount of tape.

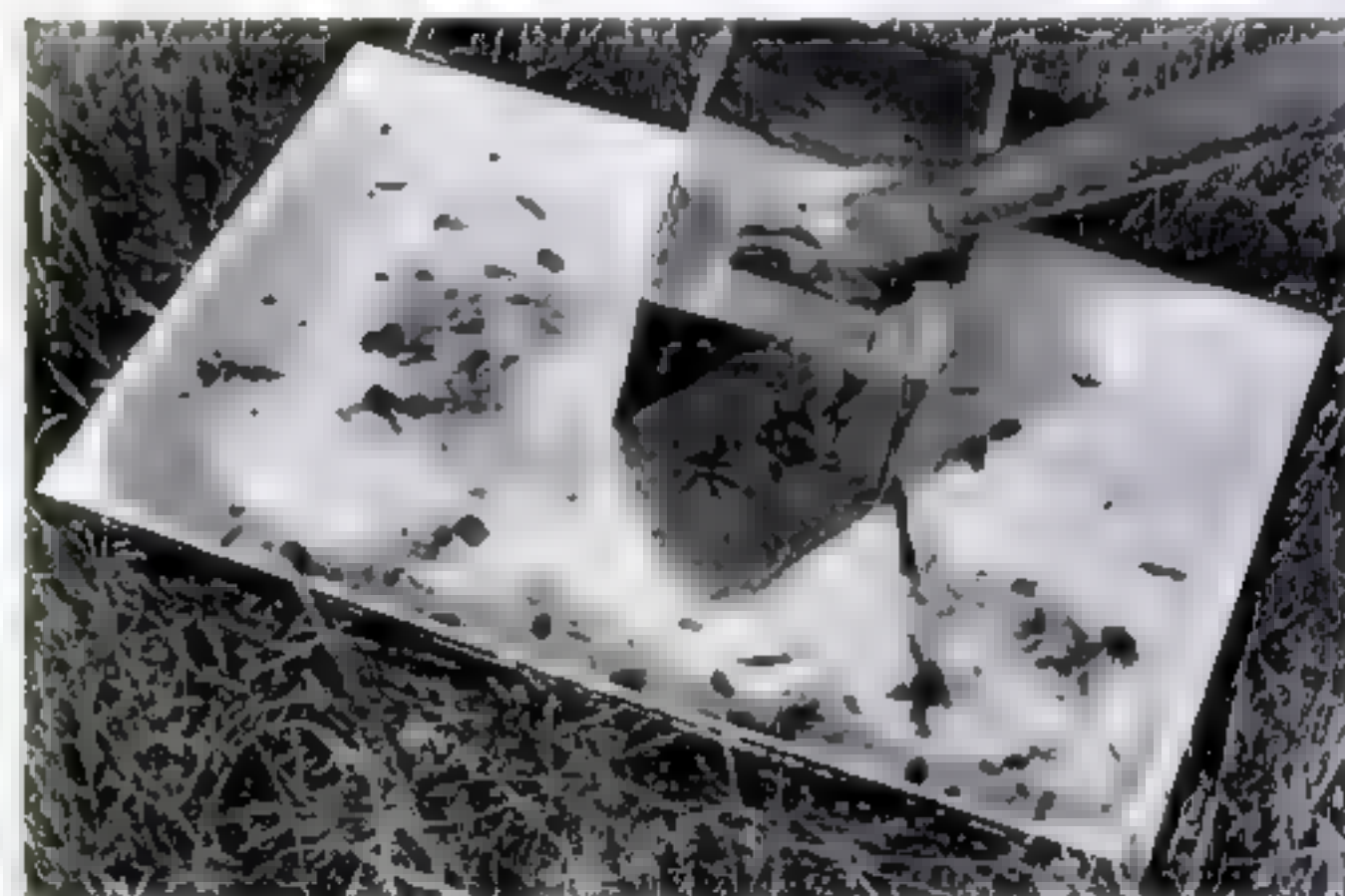
T-500, Deluxe, 2-hour play \$179.50  
TR-600, Deluxe, with built-in radio \$219.50  
T-100, Standard, one-hour play \$169.50  
TR-200, Standard, with built-in radio \$209.50



## Stream Pollution CONTINUED



**MUD COLLECTING** is done with the ooze sampler. A small weight slides down string to release the compressed bulb of a syringe which collects the mud.



**BUG COLLECTING** is done with a funnel surface sampler raised for the head of the project, which skims insects and larvae from stream's surface.



**WATER COLLECTING** is done with a big brass cylinder which holds two quarts of liquid. The water is then analyzed for its average oxygen content.





# Christmas Gift Edition

of the "sweetest story" ever told!

Twelve tempting Life Savers' flavors in a beautiful  
Christmas Gift Book! At candy counters everywhere.



# A GALLERY OF

# COTY



Boudoir Set 500



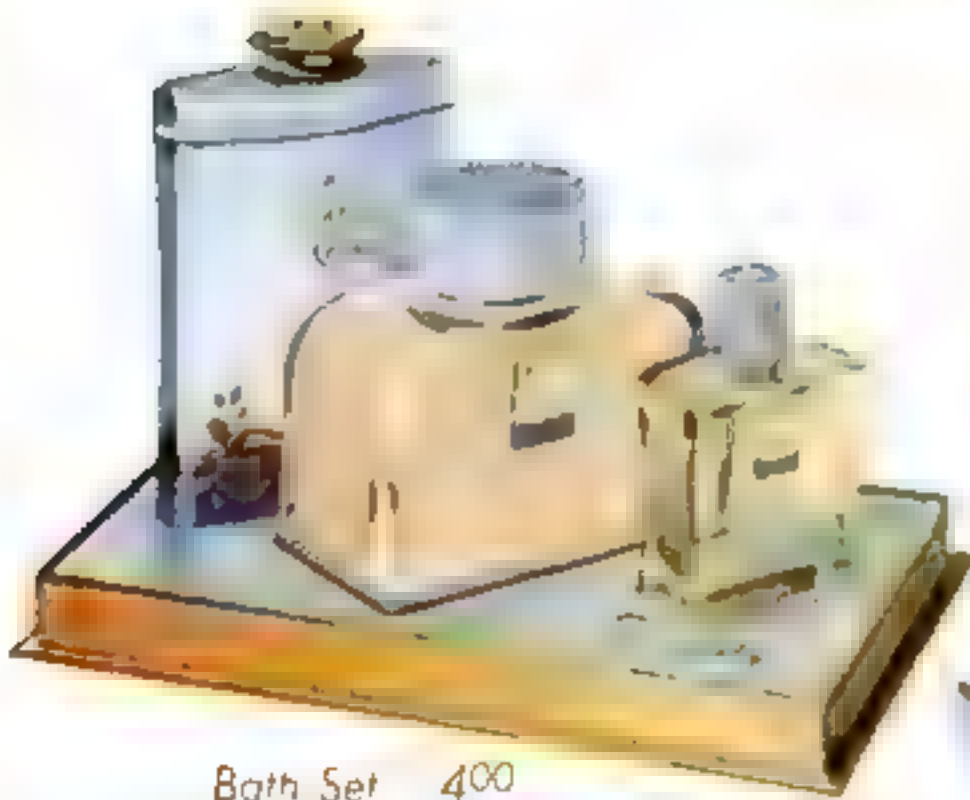
Refresher Set 350



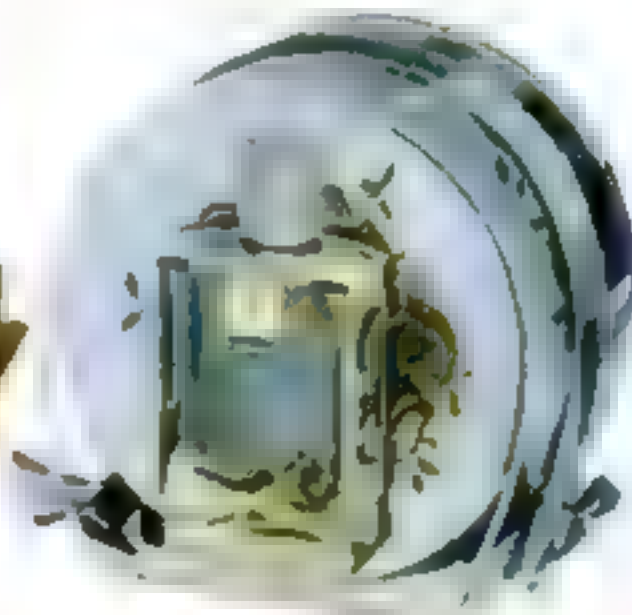
Deb Set 275



Fragrance Trio 300



Bath Set 400



Refresher Set 350



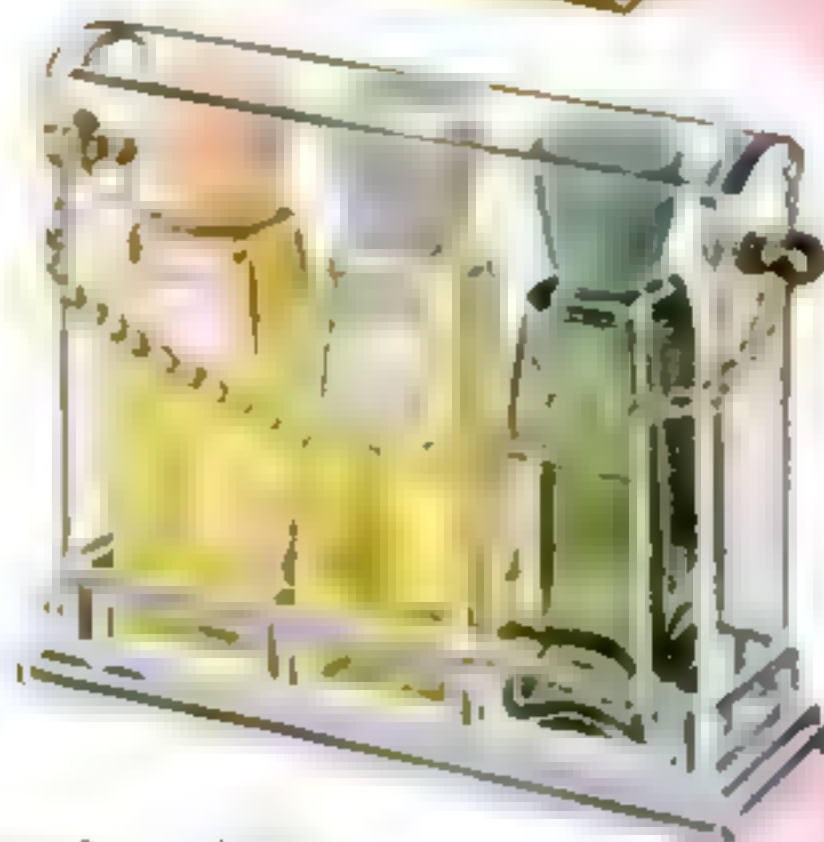
350  
Crystal Slipper



650  
Garden Slippers



Fragrance Bar 600



Cava Loosprest  
Vanity 275

500  
Christmas Tree

Choose these charming gifts in your favorite Coty fragrance  
L'ORIGAN • L'AIMANT • EMERAUDE • "PARIS" • MUGUET DES BOIS



# MAJESTIC GIFTS



3.50  
Charm Set



3.00  
Face Powder  
Purser Set



3.00  
Cologne Set

6.00  
Syrup Set



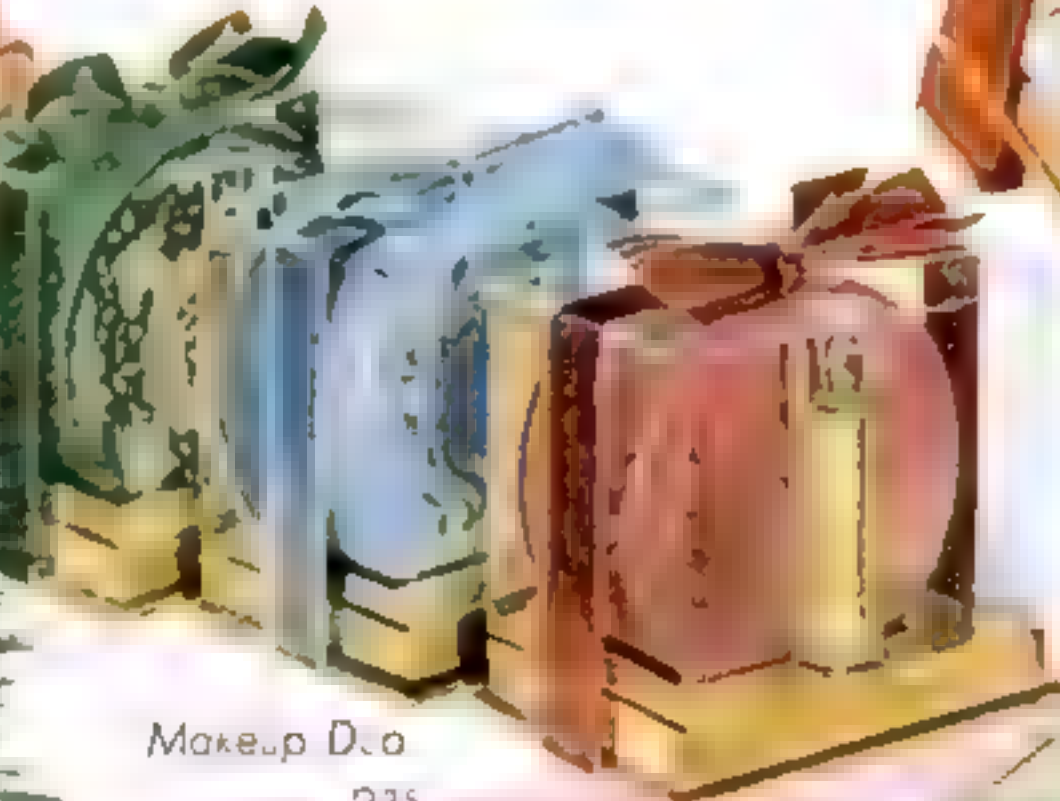
5.00  
Coral Pose Set



3.00  
Fragrance Set



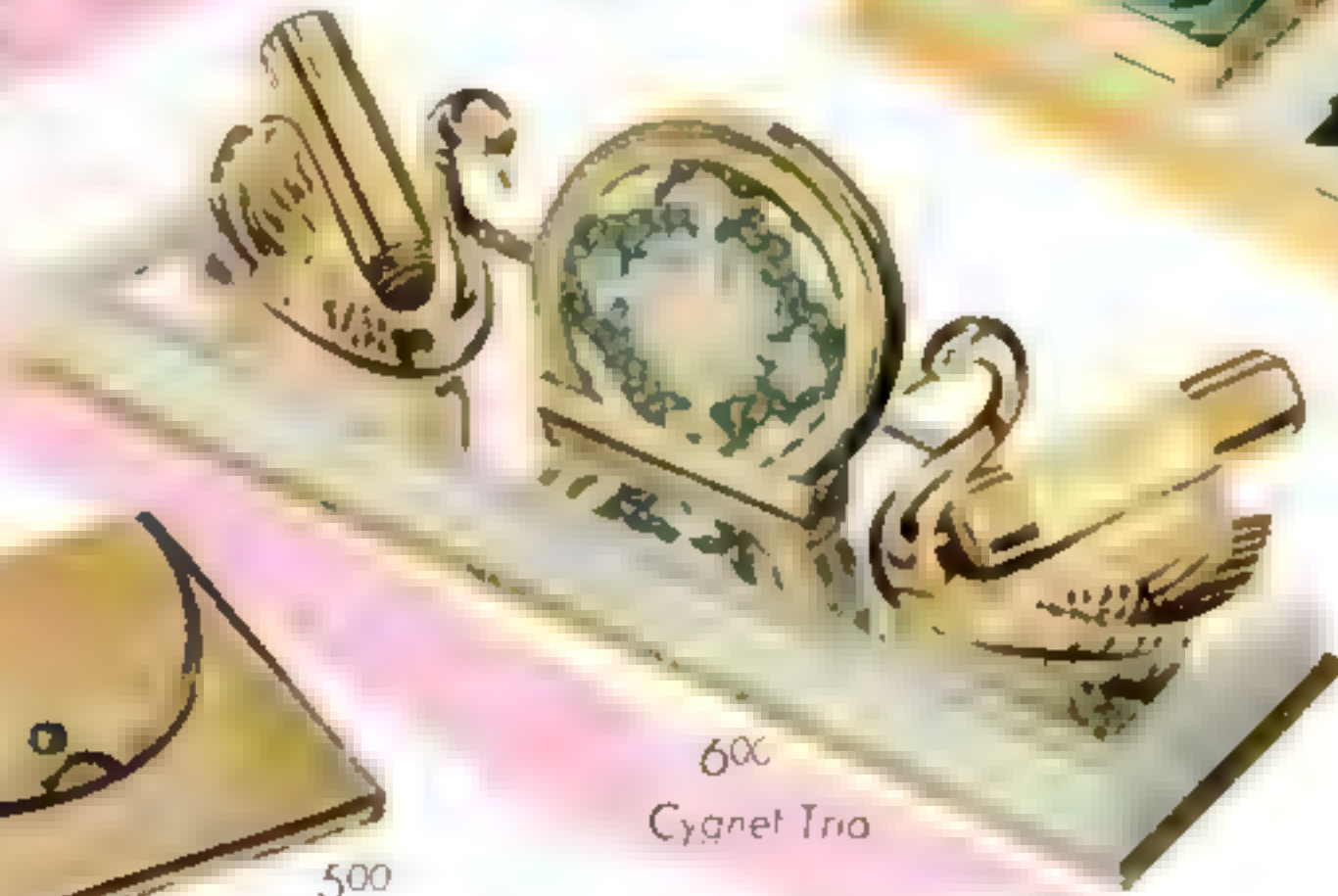
3.00  
Bottle Box



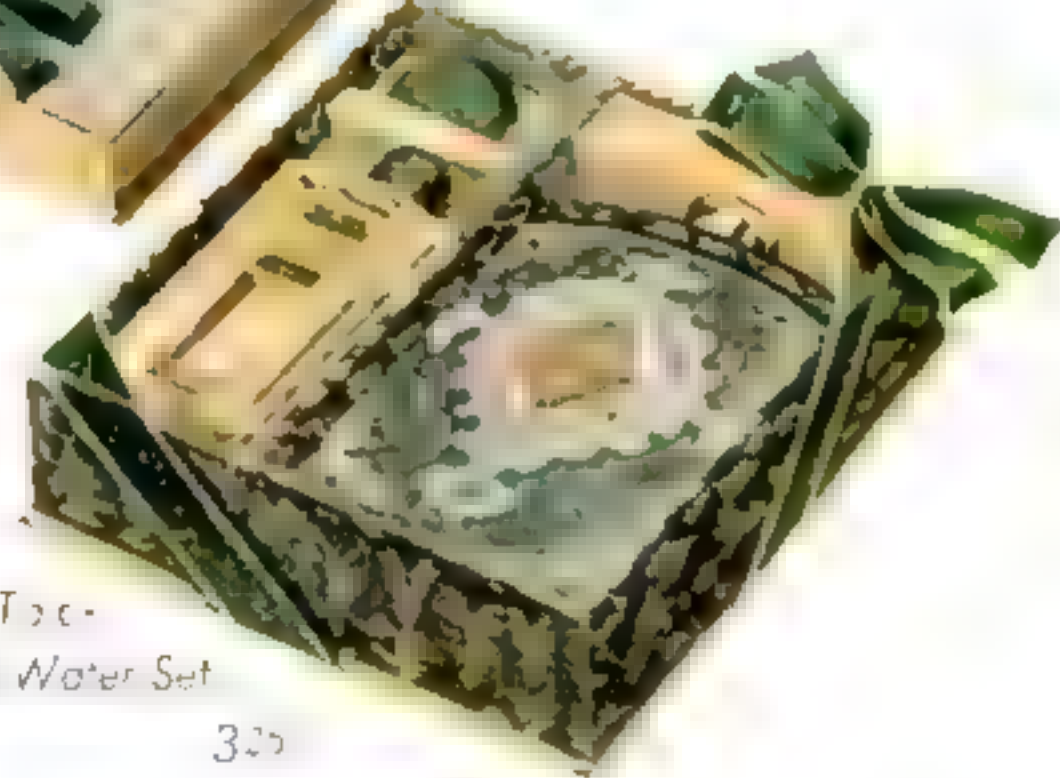
2.35  
Makeup Duo



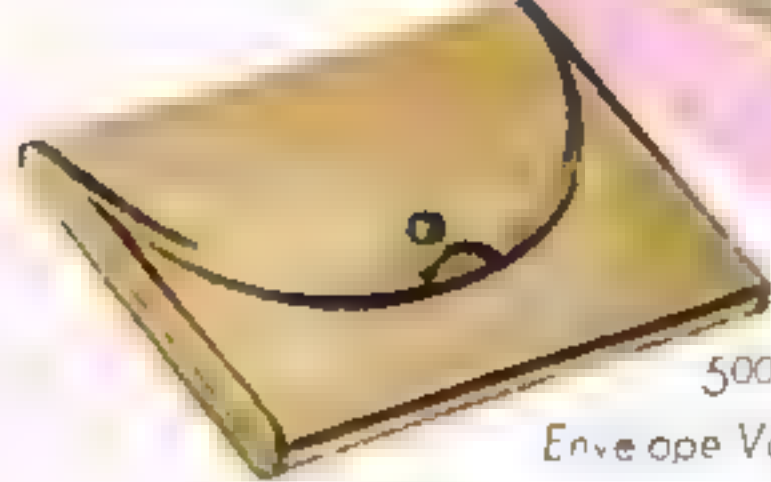
3.00  
Makeup Duo



6.00  
Cygnet Trio



3.00  
Toilet Water Set



5.00  
Envelope Vanity



NEW! This  
Dream-Come-True  
for her  
Christmas!



## 1847 ROGERS BROS. special 66-piece service for 8, \$99.75 including silk-velvet lined chest...

THIS YEAR GIVE HER the table service she's dreamed of! Not just one or two place settings—but all the silver she'll ever need to serve 8, graciously and right!

1847 Rogers Bros. makes it easy for you with this brand new 66-piece combination: 8 complete place settings, plus the 10 most needed serving pieces. A service she can use for elegant entertaining year after year!

And how proud she'll be to have America's Finest Silverplate for a lifetime possession! The silverware with generations of mother-to-daughter recommendations back of it... the enchanting patterns *more* women love!

Visit your silverware dealer and see how easy it is to make someone happy with this enduring gift!

### Other Chest Combinations for Every Need\*

Service for 12 people, 139 pieces	\$189.50
Service for 8 people, 52 pieces	\$74.50
Service for 8 people, 103 pieces	\$139.00

\*Available in any of 5 patterns, with tarnish-resistant lined chest.

# 1847 ROGERS BROS

AMERICA'S FINEST SILVERPLATE



## SEQUEL



**TWO REBEL BANNERS** confront the crowds as Senator Harry Byrd (left) talks to Alabama farmers, Mayor Hartsfield leads Georgia orchestra in Dixie.

## WARMED OVER AGAIN

### Politicians turn the Dixie flag into a sour gag

Most people, as *LIFE* reported some weeks ago (*LIFE*, Oct. 15), knew a fad when they saw one and treated as such the new popularity of the Confederate flag. Only the sobersided Daughters of the Confederacy minded much when their banner was variously made into blouses, hung from bumpers and, worst of all, adopted by damyankees themselves. But to Southern politicians the fad has proved a golden chance to warm over an old war, even though the South had lost it. Making an anti-Administration address at Selma, Ala. recently, doughty Senator Byrd of Virginia showed up in a brilliant Confederate tie (above) and set out to win his audience by pointing out that both Virginia and Alabama once housed the capitol of the Confederacy. In Georgia William Hartsfield, Atlanta's mayor, even led his city's symphony with the banner as a baton. But in Winston-Salem, N.C. one flag waver felt suddenly silly enough to hide the rebel banner when his President passed by (below).



**DUCKING HIS FLAG** behind his back, bystander waves loyally at Harry Truman when the latter's car passes him on its way to Winston-Salem, N.C.



**LOVE  
that**

**RED HEART**



**the only  
3-flavor  
dog food  
U.S. Inspected**

**None finer! Complete, balanced diet to keep dogs healthy, plus variety to keep them happy! Same food, flavored 3 ways — beef, fish, cheese • John Morrell & Co., Meat Packers, Ottumwa, Iowa**





APING MRS. HAYES IN A TEST OF IMITATIVE ABILITY, VIKI LIFTS EYEBROWS, TOUCHES FINGER TO NOSE AND CLAPS HANDS WHEN TOLD TO "DO THIS." SHE



**FAMILY PORTRAIT** shows Viki with Dr. and Mrs. Hayes. Other scientists have home-raised apes, but none of them ever attained Viki's level of "human" behavior. Mrs. Hayes recently wrote a book, *The Ape in Our House* (Harper, \$3.50).

## CHIMP THAT CAN TALK

4-year-old Viki knows four words, eats at table,

Viki, a 4-year-old chimpanzee of Orange Park, Fla., probably has the highest I.Q. of any nonhuman in the world and can actually speak four words. She asks for a drink with "cup," for a piggyback ride with "up" and addresses Dr. and Mrs. Keith J. Hayes as "Papa" and "Mama." Dr. Hayes and his wife Cathy are psychologists who adopted Viki when she was three days old to try to answer a perplexing question: what are the intrinsic differences between ape intelligence and human intelligence? Viki's life already has given them some answers. Although her vocabulary is only as good as a one-year-old child's, she is about the equal of a 4-year-old child in social intelligence and mechanical aptitude. She has also developed a passion for Tarzan and western movies, a reserved manner while dining and a



**DINING AT HOME**, Viki daintily spoons up her bananas and grapes without spotting her ruffles. Her diet is same as any child's with emphasis on milk, although she is also given coffee. She now weighs 10 pounds, normal for her age.





CAN COPY ALMOST ANY ACTION OR POSE, IS NOW BEING TAUGHT TO IMITATE THE ACTIONS OF PEOPLE SHOWN IN PHOTOGRAPHS AND PENCILLED DRAWINGS

# LIVES AMONG HUMANS

helps around house and solves complex problems

penchant for writing on walls with bars of soap, lipstick and raw shrimp.

Living up to the role of an anthropoid genius is hard work for Viki. Besides helping with the housework, keeping herself clean and tidy, minding her manners and doing odd jobs for Dr. Hayes, she has to perform scientific experiments such as imitating Mrs. Hayes (above) or solving complicated puzzles before she is allowed to eat. Sometimes it seems as though climbing a tree would be easier, so Viki defies "Mama" and "Papa," runs out into the yard and does just that. But her rigorous kindergarten lessons are giving her considerable sophistication. When she was taken to see a cageful of laboratory apes she gave them a disdainful look, then turned away and busied herself with her more interesting human friends.



**EAVESDROPPING** on party line delights Viki. She likes to dial numbers at random, listen for "hellos."



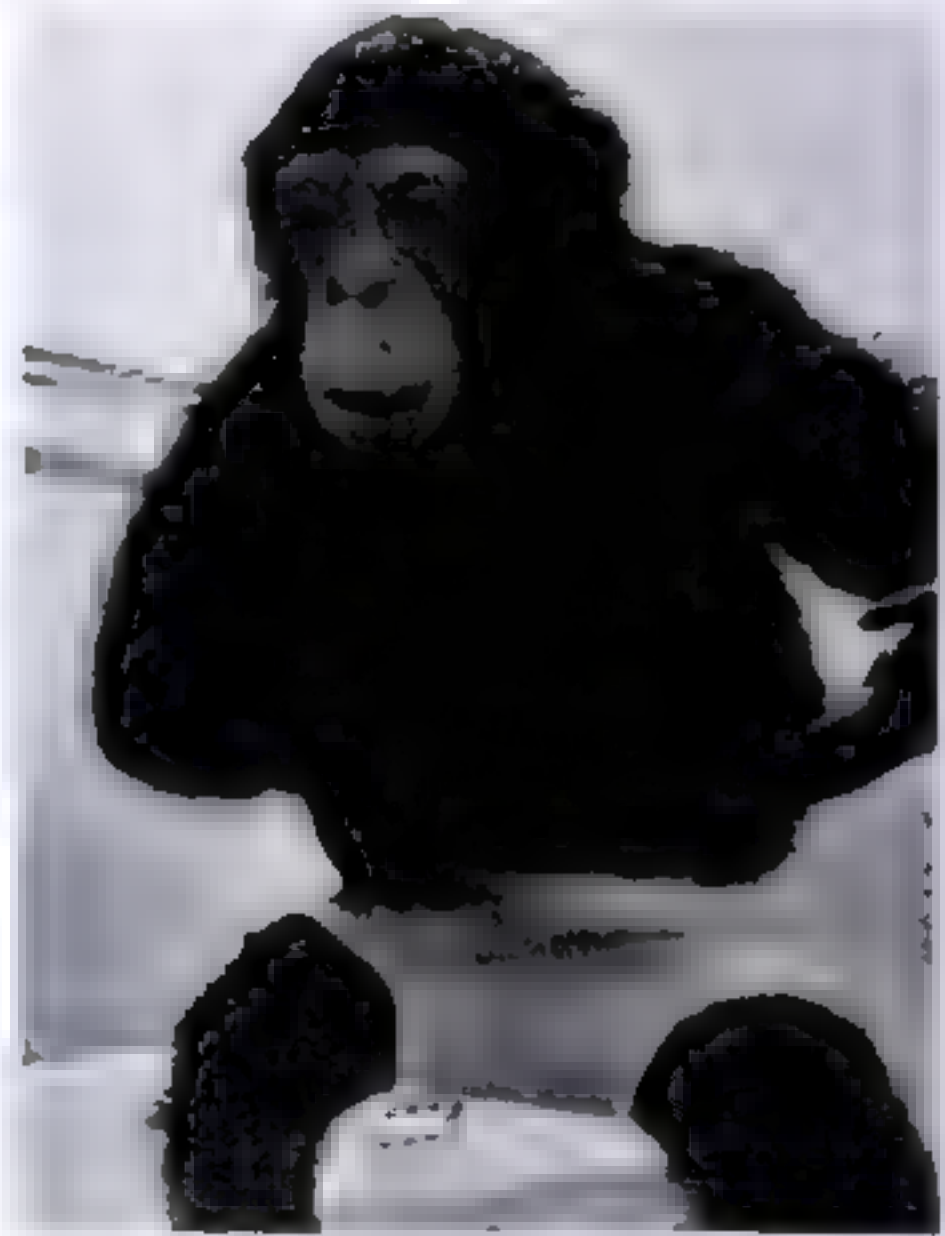
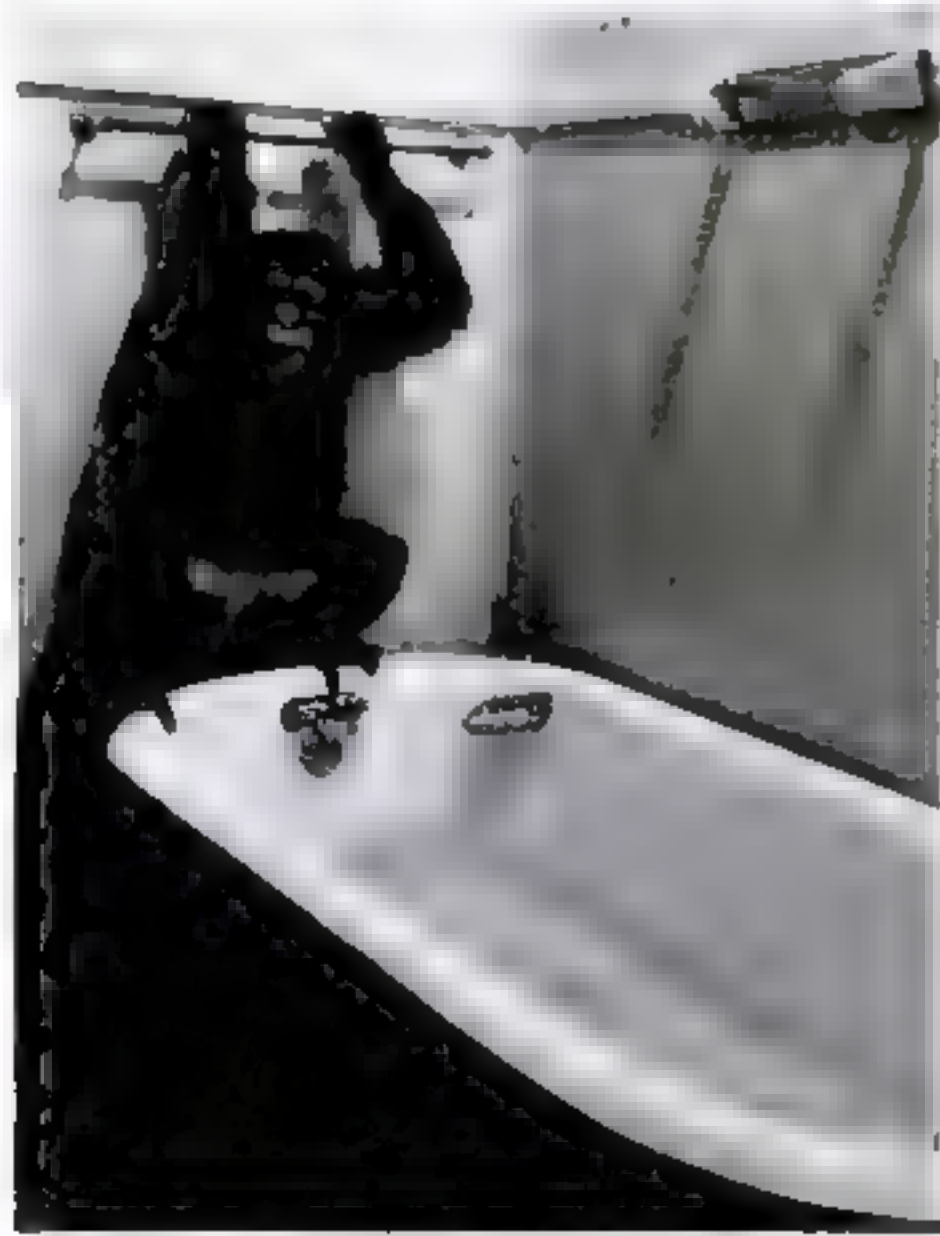
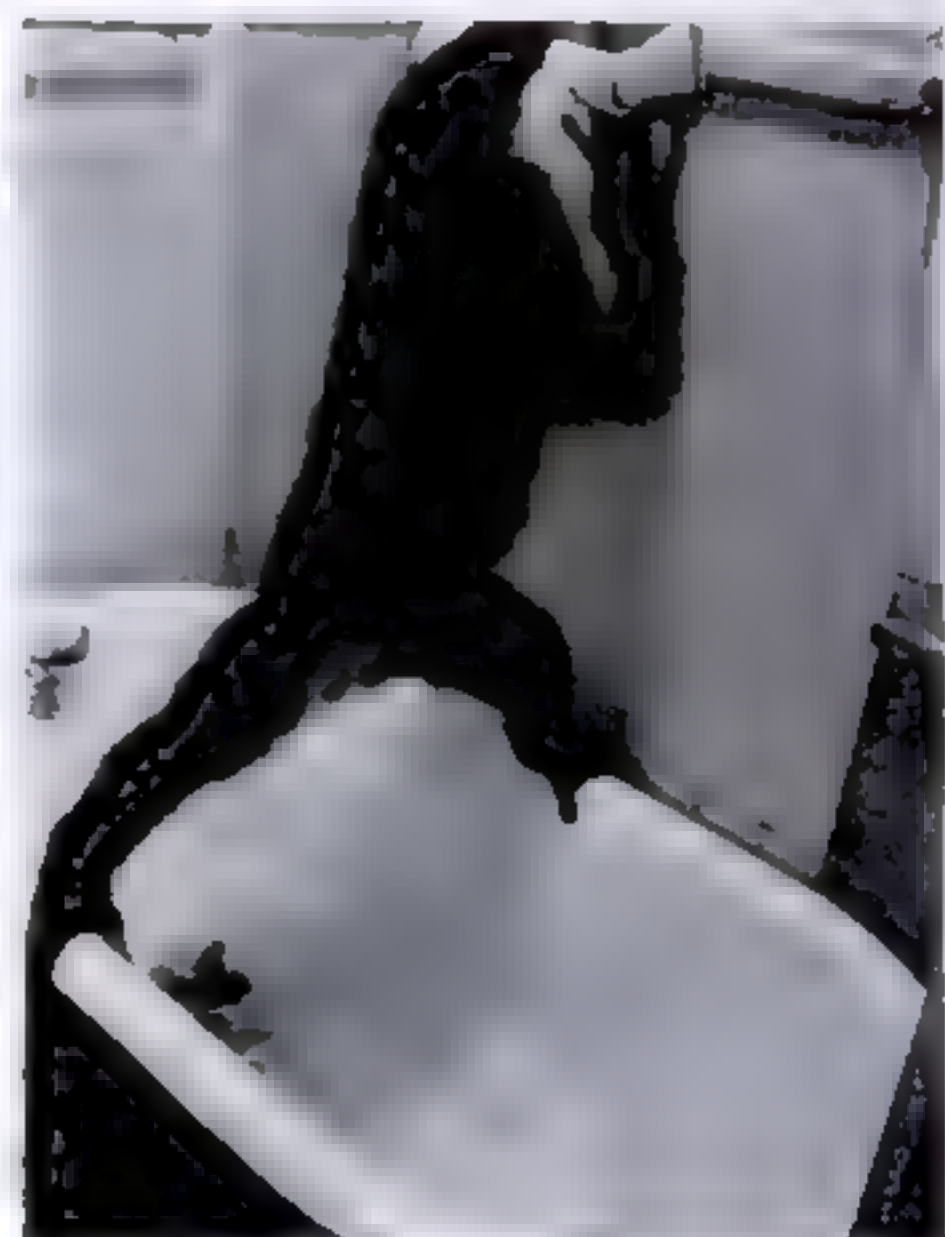
**TWISTING DOORKNOB**, she dawdles at bathroom door. Toilet training is not as good as a 4-year-old child's.



**LIGHTING A CIGARET** for Dr. Hayes, Viki strikes a match (top), then holds it under cigaret taking great care not to burn her fingers. She also helps the Hayeses with dustmopping, washing of dishes and windows and furniture polishing.



# HAPPY VIKI ENJOYS HER EXCURSIONS INTO CLEANLINESS AND ART



**A PLAYFUL BATHER,** Viki trisks around tub and towel racks—sloshing water with wild abandon and panicky to wash her own face. After she is dried

she pats on her clothes without help. She hates to have her ears washed—scrubs her teeth vigorously every day—can't stand having her hair combed. "Mama,"





**A PROUD ARTIST,** Viki poses with her works. Those along the bottom row and in her hand are finger paintings, rest were executed with brushes. Since Viki

is able to recognize objects and actions in photographs, the Haveses have hopes that she may in time paint recognizable scenes instead of just doing abstractions.



# Nourishing

# PORK

PORK LOIN

PORK CHOPS

OCT NOV DEC JAN FEB



This "pork supply calendar" shows how the amount of pork coming to market picks up at this time of year. It's a good calendar to go by in planning your menus.

Here's good news for everyone who goes for the good flavor of pork. Right now the biggest pork supply in years makes pork the big news—the big value when you shop.

That's why this is an especially good time to put pork on your shopping list — and in your menus—more often.

With this flavor-rich, vitamin-rich,

protein-rich meat in such abundant supply, you'll find plenty of good picks in pork for your platter. The variety of cuts shown here is just a sample of what you'll find in your store. But it gives you an idea of the many, many ways you can "please 'em with pork!"

*American Meat Institute*

Headquarters, Chicago • Members throughout the U. S.





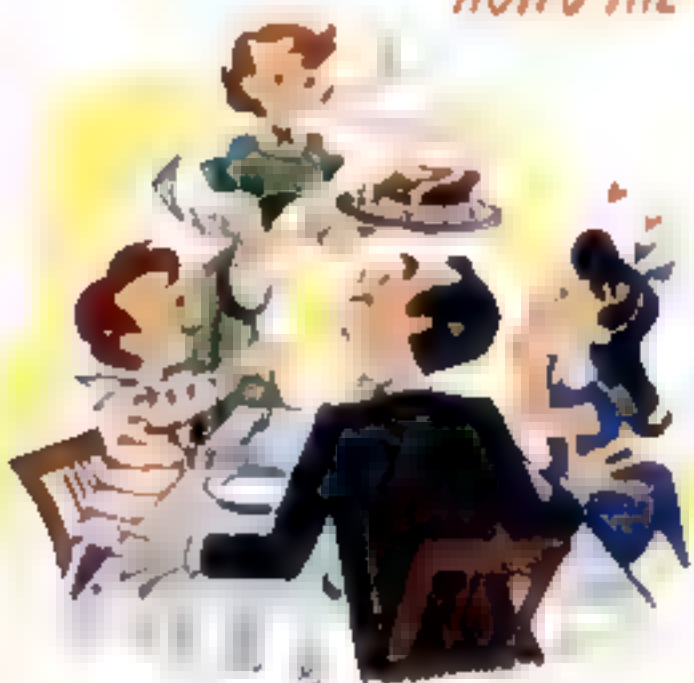
This Seal means that all nutritional statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.

# Outstanding Source of Vitamin B<sub>1</sub> [THIAMINE] Complete Body-Building Protein, Highly Digestible

## Biggest seasonal supply in years makes pork the big news, the big value when you shop



### NOW'S THE TIME TO PLAN MORE MEALS AROUND PORK



Now's the time for juicy pork roasts with dressing, crispy browned chops with gravy, spareribs or hocks with fresh vegetables, savory sausage for breakfast. You always please 'em with pork. And Nature packs this highly digestible food with B vitamins, food iron, food energy—and the complete, high-quality kind of protein that makes meat a yardstick of protein foods.

### ASK YOUR MEAT MAN ABOUT BEST BUYS IN PORK



This is an especially good time to learn about more cuts. Each time you shop ask your meat-man about the day's best buys. For variety and value, remember pork steaks as well as the center chops. Choose the meaty shoulder butt as well as the more familiar loin roasts. Remember, pork is in good supply.





'Twas the night before Christmas  
and all through the town,  
The FRIGIDAIRE trucks  
sped through streets, up and down.

Mrs. Jones gets a range  
with convenience supreme  
For its new "Wonder Oven"  
fits any cook's dream.

With two ovens in one  
it will bake—it will broil  
And do both things at once  
to save time and save toil.

An Imperial refrigerator  
will go to the Lees  
To keep foods fresh longer,  
make shopping a "breeze."

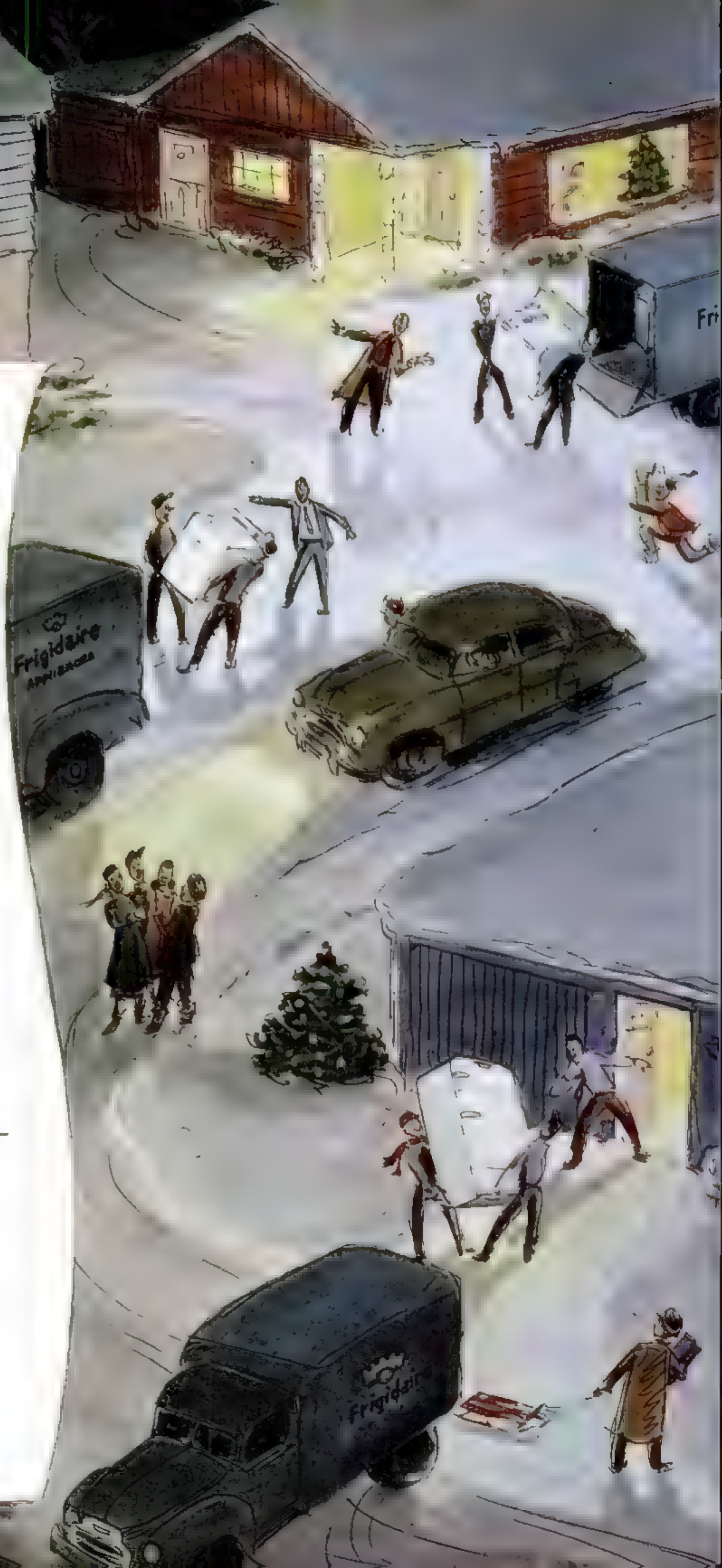
And inside this proud beauty  
SAFE COLD they will find  
In the big food compartment  
and freezer combined.

To the Smiths goes a washer  
so shiny and new,  
Gets their clothes clean and bright—  
automatically, too!

Other homes get a freezer  
an ironer or dryer,  
As still other husbands  
with Santa conspire.

And from all of these houses  
this shout fills the air:  
"Merry Christmas to all—  
we've a new FRIGIDAIRE!"

P.S. If you haven't ordered your gift yet—  
see your Frigidaire Dealer today.







JINGLING PETTICOAT WITH 8-YARD HEM AND 30 SMALL BELLS IS MADE OF RED NYLON STIFFENED BY HORSEHAIR (JOHN NORMAN, \$25)

## Gift Lingerie, Men's Choice

### MALE SHOPPERS' ANNUAL UNDERWEAR-BUYING BINGE GETS UNDER WAY

The advent of the Yuletide business bonanza finds U.S. stores primed as usual with lingerie lures for male shoppers. Photographed in appropriate calendar style on these pages are some of the gift possibilities available. For the long-legged Petty Girl type there is a short leopard print nightshirt (*cover*), but more conservative customers can still find the old reliable black nightgown (p. 120). To hold out the new bouffant skirts there are fanciful stiff petticoats, to keep necks warm a negligee

with a mink collar. Because many men are embarrassed when buying such items in mixed company, some solicitous stores have special sales arrangements before Christmas. Neiman-Marcus in Dallas holds Men's Night from which women are barred. Marshall Field in Chicago has a men's-only Stag Line department. Bonwit Teller in New York has an exclusively male section called the 721 Club where breakfast and cocktails are offered to make a man feel less shy and smooth the path to his pocketbook.



# "Soaping" dulls hair— Halo glorifies it!



Not a soap,  
not a cream—  
Halo cannot leave  
dulling, dirt-catching  
soap film!



Gives fragrant  
"soft-water" lather  
—needs no  
special rinse!

Removes  
embarrassing  
dandruff from both  
hair and scalp!



Yes, "soaping" your hair with  
even finest liquid or oily cream  
shampoos leaves dulling,  
dirt-catching film. Halo, made  
with a new patented ingredient,  
contains no soap, no sticky oils.

Thus Halo glorifies your hair  
the very first time you use it.

Ask for Halo—America's  
favorite shampoo—at any drug  
or cosmetic counter!



Halo leaves hair  
soft, manageable—  
shining with colorful  
natural highlights!

**Halo reveals the hidden beauty of your hair!**

## GIFT LINGERIE CONTINUED



**POODLE PETTICOAT** is white felt circle worn as a skirt or to hold a skirt  
out (Eye-ful, \$30). Appliqued fake-fur poodles have jeweled eyes and collars.



**RHINESTONE PANTS** are skin-tight style called Gay-Baby Glitters. The  
Stand-Alone petticoat retains stiffness when cleaned (each, \$5 95, Chevette).

CONTINUED ON PAGE 117



Welcome  
guest  
for the  
holidays



WHAT more warmly welcomed guest at holiday time than Old Grand-Dad—"Head of the Bourbon Family"? Cherished by good friends near and far, Old Grand-Dad brings them your best wishes in a handsome decanter.

One sip, and Old Grand-Dad says—here's as fine a Kentucky straight bourbon as ever passed a man's lips. Matured in new charred oak casks for silent sleeping years, then bottled in bond, Old Grand-Dad is a gift you can be proud to give—happy to get!

*The Old Grand-Dad Distillery Company, Frankfort, Kentucky*

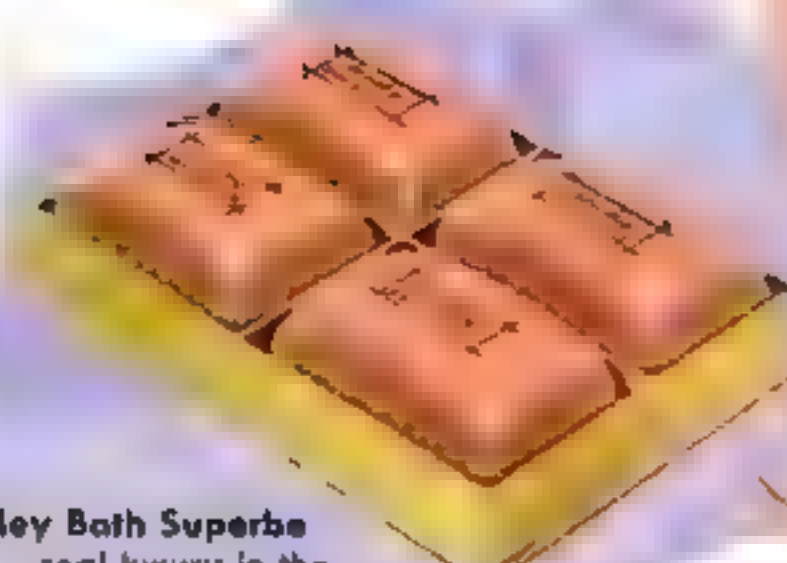
*Head of the Bourbon Family*

**OLD GRAND-DAD**


KENTUCKY STRAIGHT BOURBON WHISKEY



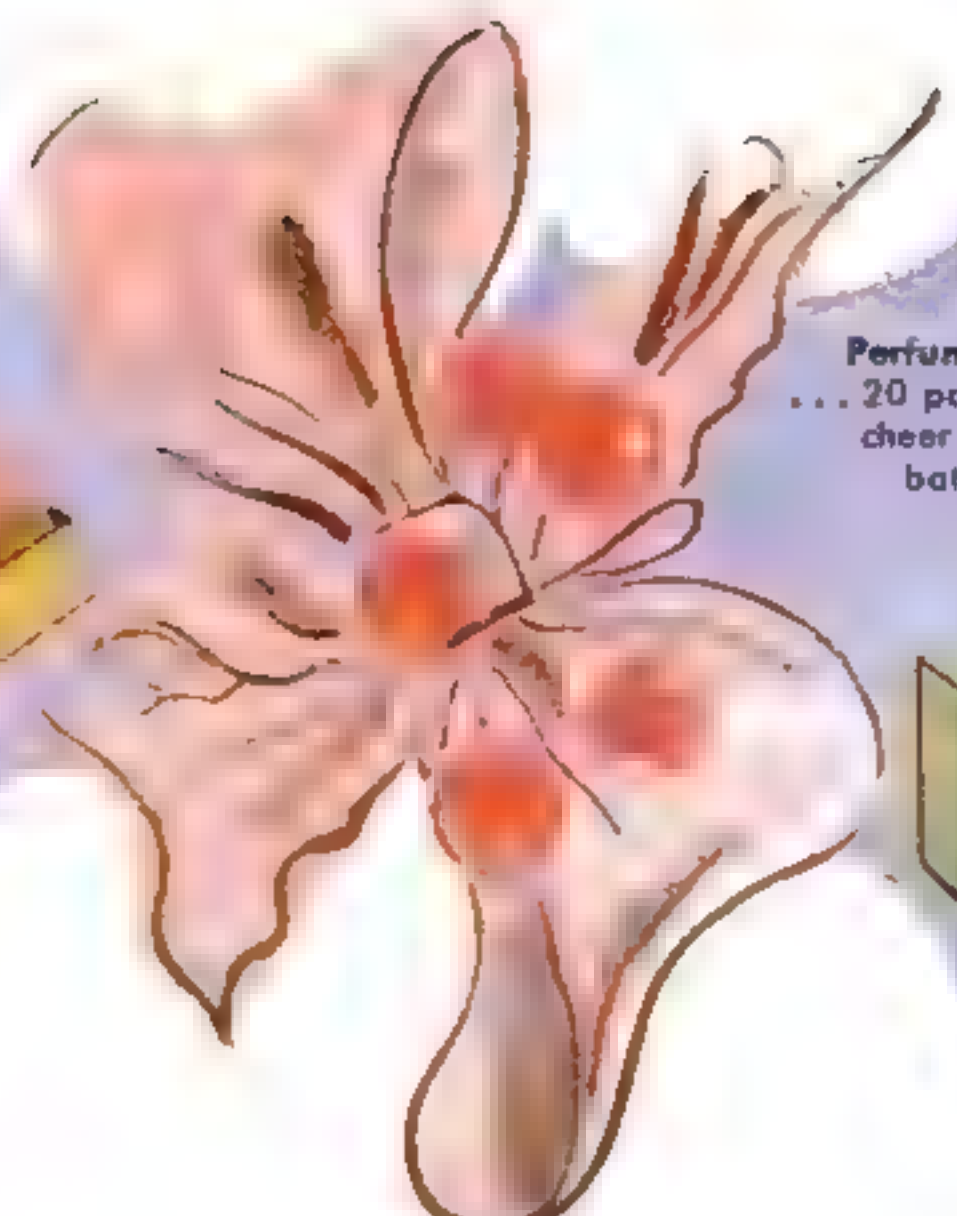




**Wrisley Bath Superbe Soap** ... real luxury in the most fragrant of soaps. 4 big bath-size cakes, gift-packaged, \$1.25.




**Perfumed Bubble Bath** ... 20 packets of fragrance to cheer up the bath... and the bather. \$1.00 plus tax.




*Christmas  
is a great big wreath  
of smiles  
when you give*

**GIFTS BY**


**Wrisley**




**Wrisley Spruce for Men** ... Shave Bowl, Talcum, Lotion, Soap ... to spruce up his appearance and spirits. \$4.00 plus tax.




**Wrisley My Heart Cologne** ... a sentimental fragrance in a decorative decanter. \$2.25 plus tax.




**Wrisley White Flower Cologne** ... a fragrance to be given proudly, used lavishly. Beautifully bottled. \$1.00 plus tax.



**Wrisley Ballet Girl** ... Cologne and Bath Powder ... to put her heart in a spin. \$2.75 plus tax.



**Wrisley Spruce for Men** ... Shaving Lotion and Talcum to put a smile on his face every day. \$2.00 plus tax.



**Wrisley Saddle Club for Men** ... Shave Bowl, Talcum, and Lotion for the sportsman. \$2.50 plus tax.







MINK COLLAR on white nylon peignoir by Schiaparelli costs \$295. With ermine collar it costs the same, but with mink-dyed squirrel price is only \$175.

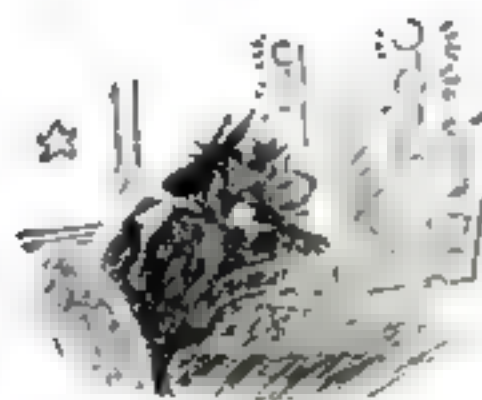


VISIBLE BRA under waist-deep neck of negligee by Sophie of Saks Fifth Avenue (\$250) is red. Top and skirt lining are same black-and-white plaid silk.

CONTINUED ON NEXT PAGE



*In the Public Eye!*



"YES, WHITEY! WE'RE ALWAYS FEATURED!"



"WE HAVE MILLIONS OF FRIENDS, BLACKIE. THEY KNOW THAT THE QUALITY AND CHARACTER OF BLACK & WHITE SCOTCH NEVER CHANGE."



**"BLACK & WHITE"**  
*The Scotch with Character*

BLENDING SCOTCH WHISKY 86.8 PROOF  
THE FLEISCHMANN DISTILLING CORPORATION, N. Y. • SOLE DISTRIBUTORS



## You are invited to join these 20 famous men

LUCIUS BEEBE  
GEORGE BIDDLE  
LOUIS BROMFIELD  
LOUIS CALHERN  
FRANCIS GROVER CLEVELAND  
ELY CULBERTSON  
THE DUKE DI VERDURA  
DENIS CONAN DOYLE  
MAJ. GEORGE FIELDING ELIOT  
CEDRIC HARDWICKE

DENNIS KING  
PAUL LUKAS  
LARIITZ MELCHIOR  
THE MARQUESS OF MILFORD HAVEN  
CONRAD NAGEL  
WILFRED PELLATIER  
NORMAN ROCKWELL  
ALBERT SPALDING  
JAMES THURBER  
ERNEST TRIMMER

## one of the world's most distinguished clubs

• You are never too young to begin taking a young man's care of your appearance. And because it is so important, you, too, belong with these distinguished members in this world-famous After-Shave Club.

Like other Williams preparations, Aqua Velva has an extra youth preserving quality. It contains a very special tonic ingredient for the skin. This wonderful substance leaves your face with its natural

moisture intact . . . helps protect it from sun, wind and cold.

To freshen and "firm-up" your skin, to help keep your face *looking* and *feeling* young, make a habit of using Aqua Velva *after every shave*. Its quick-refreshing feel, its tangy scent will show you why it is the world's most distinguished after-shave lotion.

Join the After-Shave Club . . . use Aqua Velva tomorrow morning.



**OPEN and SHUT CASE**  
open it close it - it's all in one  
FOR men!  
colendermeta  
tells month, day, date, hour,  
minute, moon phases \$125  
ermeta . . . . . \$100.  
FOR women!  
ermeta . . . . . \$110.  
colendine ermeta  
tells date, hour, minute \$117  
Prices include Fed. Tax  
A concealed case converts all  
Ermeta to desk or table watches

Watches Actual Size

# MOVADO

WINNERS OF 168 OBSERVATORY AWARDS... SOLD AND SERVICED BY LEADING JEWELERS ALL OVER THE WORLD

Copr. 1951 Movado Watch Agency, Inc., 645 Fifth Ave., N. Y. & 44 King St. W., Toronto, Can.

## GIFT LINGERIE CONTINUED



**CLASSIC CHRISTMAS NIGHTGOWN** in sheer black is the grandmother of all gift lingerie. This style, with top and side panels of lace and a 9-yard hem (Blanche, \$35), was first made 15 years ago in rayon, now comes in permanently pleated nylon. Manufacturer John Norman Levene, father of Designer John Norman (p. 115), is known in the trade as King of the Blacks. He started out during World War I making lingerie in all colors, but found that black sold best of all at holidays, and has concentrated on this color ever since.





Authentic period room setting by W. & J. Sloane, New York

*For Fine Performance... For Authentic Furniture Styling*

## 1952 CROSELY DUO-FREQUENCY TELEVISION *Set's the Pace!*

YOU NEED WAIT NO LONGER for television that combines the finest performance with beautiful, authentic cabinet styling. 1952 Crosley Duo-Frequency Television offers you 21 authentically styled cabinets in charming period or exciting modern designs. Here is television that really belongs with your room setting—television that *enhances any room*. Cabinets are exquisitely finished in mahogany or maple veneer or

blond wood. The ageless beauty of authentic styling gives you television you will show with *pride*.

Yes, and you'll *watch* your Crosley picture with *pleasure*. For inside every Crosley is the dependable Ultra Proved Chassis that delivers Crosley's famed Permaclear Picture—the picture that stays brighter longer, that's rock-steady and virtually free of "interference." With Crosley you are assured of today's

finest television performance...excellent pictures even in extreme "fringe areas."

And to protect your television investment for the years ahead, Crosley Duo-Frequency is quickly, inexpensively adaptable to UHF and has *built-in* provision for connection of a color converter. See *Duo-Frequency Television at your Crosley Dealer's today!* You'll agree—there's no finer television at any price.

THE *Pace-Setting*

DESIGNS ARE COMING FROM

**CROSELY**



Crosley Division  
Cincinnati 25, Ohio

Refrigerators • Ranges • Stoves • Dishwashers • Freezers • Electric Ranges  
Electric Water Heaters • Steel Kitchen Cabinets









begin to express their individuality. They like to paint or draw on a blackboard, make real music and show real speed on skates and sleds. At 8 (two rows at right), sex sidles into the picture. Girls want stylish dolls to dress, hats to trim, wool to knit. Boys want chemical sets, tools and trains.

All of the toys above, which are listed at right, by row, were selected to accord with the findings of Dr. B. von Haller Gilmer and Dr. Kenneth Moyer of the Department of Psychology at the Carnegie Institute of Technology where a study of children's reactions to toys is being made (see following pages). Children, Dr. Gilmer has discovered, do better with a few toys at a time. But these must be well made and sturdy. Nothing frustrates a child so much as a toy that breaks easily.

#### GIRL OR BOY 1 TO 3

Rocking horse  
Hammer set  
Rocking snail  
Pull toy  
Stuffed rabbit  
Wagon with blocks  
Record player  
Pull toy  
Bathtub toys

#### GIRL OR BOY 3 TO 4½

Starter bicycle  
Drum and sticks  
Overland truck  
Stuffed lion cub  
Car  
Noah's Ark  
Circus set

#### GIRL 4½ TO 6

Seesaw  
Clown doll  
Girl doll  
Cash register  
Chair  
Magnetic dog  
Block table  
Tea set  
Sewing machine  
Doll clothes  
Carpet sweeper  
Coloring set  
Roller skates

#### BOY 6 TO 7

Blackboard  
Baseball  
Mitt  
Holsters and guns  
Sled  
Accordion  
Harmonica  
Road grader

#### GIRL 8 TO 10

Bicycle  
Basketball  
Aquarium  
Fashion dolls  
Knitting set  
Pencil box  
Hatmaking set  
Camera  
World globe  
Typewriter

#### BOY 8 TO 10

Football outfit  
Football  
Shoeshine set  
Chemistry set  
Microscope  
Electric train  
Tool chest





## You can feel the pleasure this Gift will bring!

The instant you touch a Dayton Koolfoam Pillow, you'll *know* that no other Christmas gift can carry a promise of such delightful luxury!

The Koolfoam Pillow is a Christmas Present of importance—an intimate gift—a gift that will bring "Thank you" every night of the year, for years to come.

No other pillow . . . can give such *perfect* comfort, rest, sleep! Thousands who have received this marvelous gift can tell you that a

Dayton Koolfoam Pillow is soft and cool, and has a smoothness that has never been equalled. They know that its gentle resilience, without punching or fluffing, cradles the head in any position, that its permanent contour always dresses the bed beautifully. They've found it freshly clean, sanitary, allergy-free. All because Koolfoam is made by Dayton's exclusive pure mountain water process.

Go to your favorite store. Ask to see, and

*feel*, a Dayton Koolfoam Pillow! You'll know, *instantly*, that it's the one gift that promises the greatest pleasure in giving and receiving! In a smart-gay holiday package that practically shouts "Merry Christmas!"

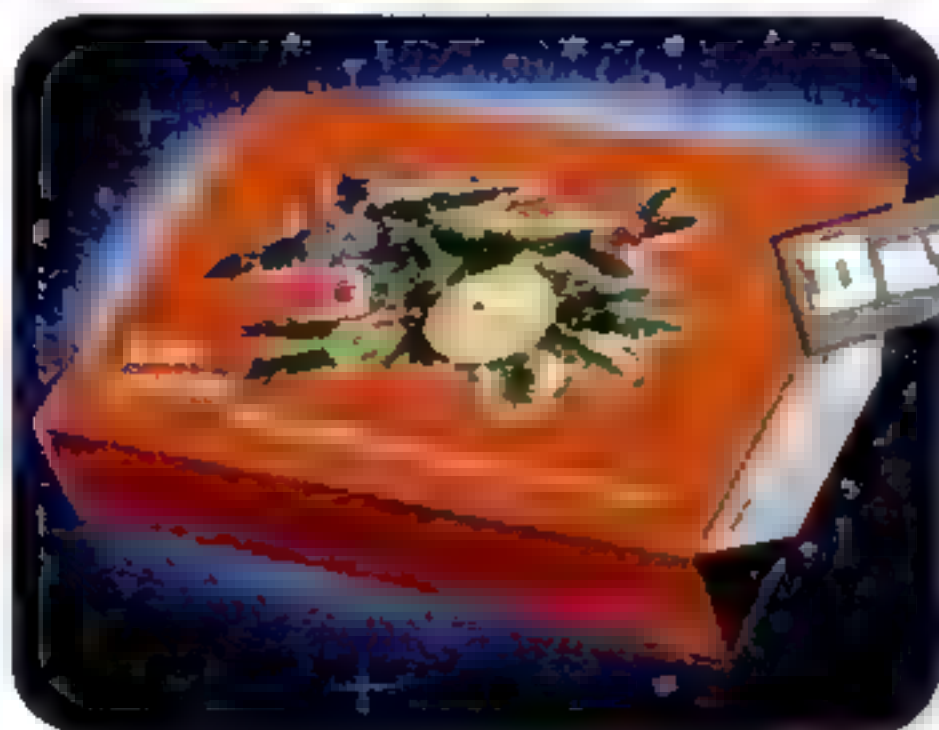
**Only \$8<sup>95</sup>**  
with ZIPPERED COVER

Koolfoam pillows with  
sewed on covers \$7.95

COMPLETE LINE  
from extra large Deluxe  
to one for baby

The Koolfoam Pillow in its  
gay Christmas box—  
look for it on display at your  
favorite store.

*Enjoy the Rest  
of Your Life!*



# Koolfoam pillow

TRADE MARK

The world's largest manufacturer of foam latex pillows  
DAYTON RUBBER COMPANY • DAYTON 1, OHIO

© D. R. 1951



## CAR IS USED FOR TESTS

Carnegie Institute's toy research program conducted by Dr. Gilmer, author of *How to Help Your Child Develop Successfully*, and Dr. Moyer is one of the first serious scientific attempts to learn about children and toys. The tests are based on a little red car. In the laboratory a stopwatch record is kept of how long children play with the car. From individual scores an average red-car playtime is worked out for each age group. This becomes the standard interest score against which all other toys are rated. For instance, average red-car playtime for 4-year-olds is 5.5 minutes. Average 4-year-old playtime for a construction sand toy is 42 minutes. Dividing the latter time by the red-car time gives the construction toy its high interest index of 7.



**LITTLE RED CAR**, Carnegie's common denominator of toy interest, attracts the attention of every child from 2 to 10 and has proved to be the ideal toy against which to score all other toys. While this 6-year-old pushes the little red car around, Dr. Gilmer clocks the time. After two minutes child upset the car and abandoned it. The average red-car interest time for 6-year-olds is three minutes.



**AIRPLANE** is one of the toys Dr. Moyer (right) and Dr. Gilmer have developed and tested against the little red car for interest value. It can be taken apart with a wooden screwdriver and wrench. At ages 4 and 5 the airplane has a high interest index of 6. This increases to an index of 10 at age 6 and then diminishes. Judging by the fun the doctors have with it, the index picks up again for adults.



**A FLOP** was a pull toy developed because 2- to 3-year-olds like to bang and kick things. Carnegie Tech designed this collapsible toy that can be knocked down and pulled up again. Parents who saw toy agreed that children would love it. But they emphatically did not. Rated against the red car, its interest index is practically 0. When Moyer demonstrates it children stare bleakly like this 2-year-old.

CONTINUED ON NEXT PAGE

choose the

# Welcome Present

that never wears  
it's welcome  
out . . .



Always the greatest gift in the world for a man . . . and always available, too, in many handsome styles and colors, at fine stores the country over.

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YOUR GUIDE TO THE BEST IN MEN'S SLIPPERS

Gift for a  
Lifetime...

## NIAGARA MASSAGE

To keep you always  
at your very best!



HERE IS a gift that will be a real blessing to everyone in your family — marvelous Niagara Massage! Ever so gently but ever so firmly Niagara's unique, deep-penetrating massaging action manipulates muscles, tissue and skin all over the body to help . . .

- invigorate and stimulate circulation
- overcome fatigue and nervous tension
- soothe sore and aching muscles
- give the body tone and bring a new and healthy glow to the complexion

Niagara Massage is especially beneficial to those unable to take active exercise because of physical handicaps or lack of time.

**An Approved Appliance**  
14 professional models of Niagara Massage are in daily use in hospitals, clinics, physiotherapy and health centers—actual proof of the practical benefits to be realized through the use of this approved scientific appliance.



Niagara Massage is available in two multi-purpose home models. Now you can enjoy the marvelous benefits of unique, deep-penetrating Niagara Massage right in your own home!

## NIAGARA MASSAGE

ADAMSVILLE, PENNSYLVANIA

Send for this  
**FREE BOOK**

For complete facts on Niagara Massage and dealers nearest you, mail the coupon—today!



NIAGARA MASSAGE, ADAMSVILLE, PA.: Send me your free booklet fully describing Niagara Massage.

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## AGE DECIDES INTEREST

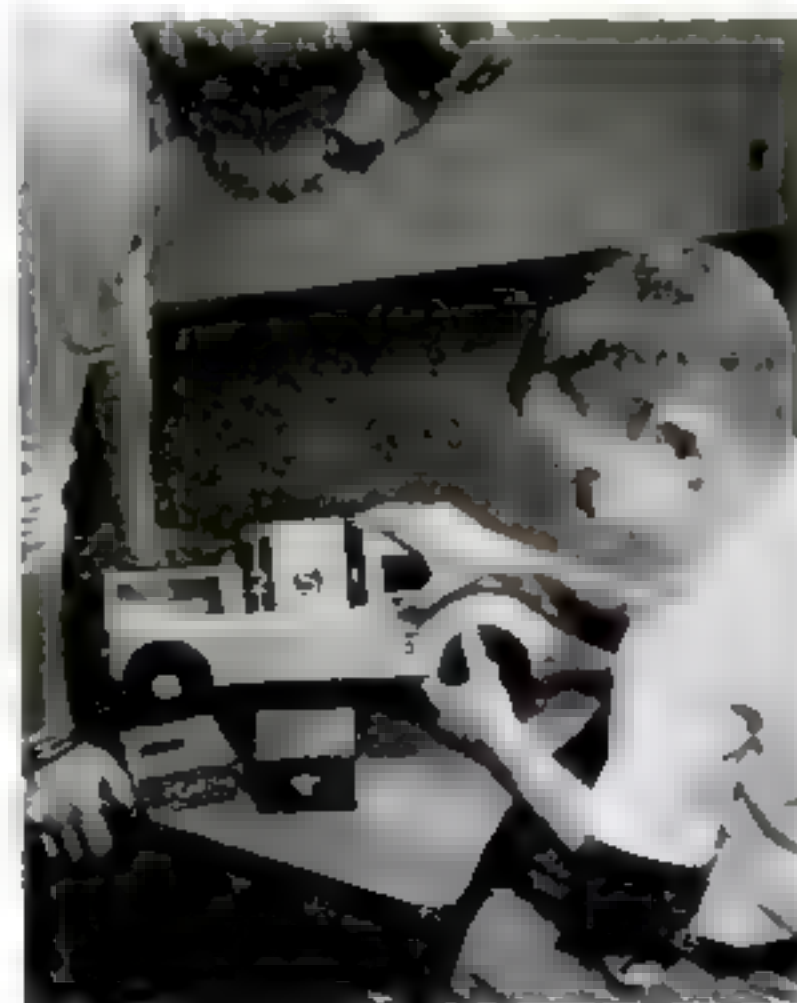
The importance of matching the toy to the age of the child is proved in every Carnegie experiment. Using the red-car technique, Dr. Gilmer finds out the age range in which any toy has play value and the exact age at which it rates highest. The Carnegie project, started almost a year ago, will continue for three more years. The directors are assisted by a mechanical engineering consultant and an industrial design consultant who work on the new toys the institute is developing. The engineer sees that toys are structurally strong; the industrial designer sees that they look attractive. Based on the scientific findings of the laboratory, Carnegie Tech has already developed many toys with higher appeal for specific age groups than most now available commercially.



**PEEK-A-BOO TOY** keeps youngsters, like this one, busy for long stretches. Developed to satisfy the strong hide-and-seek instincts of youngsters from 2 to 3, it has a high interest index of 7.8. A pellet is dropped in the top and falls noiselessly to one of the slots below. The child guesses in which one she will find the ball, opens each until successful. At 4 interest in toy starts to drop. At 5 it has a low mark.



**BLOCKS**, build-up toys that have been developed by Carnegie Tech, rank high with 5-year-olds. This boy named the people, "Mother, Father, soldier, policeman," put them in wagon, ran around with it. He shouted, "Mother fell out" and had the policeman hit the soldier for letting Mother fall. For 5-year-olds this toy has an interest index of 6. Among many types of blocks tested, no standard ones rated as high.



**ADD-A-LOAD DEVICE** is another Carnegie attempt to fill specific age need. Tests for 7- and 8-year-olds give it score of 9. Blocks are numbered by weight. As they are taken out and put back a weight change is registered on side of the car. Children who could not add and subtract learned easily while playing with toy. Numbers interest 7- to 8-year-olds especially when they are made graphic through a plaything.



### SHOOTING COLOR? New G-E Mascot meter ends exposure guesswork

Be sure of better color slides and home movies this Christmas with the new General Electric Mascot exposure meter. The Mascot instantly gives you the right camera setting. It's different. There's no other meter like it. It's as handy in size as it is simple to use. Every camera needs a Mascot. Perfect gift for color picture fans. Only . . . \$15.25\*

\*Fair traded.

General Electric, Schenectady 3, N. Y.

IDEAL GIFT for camera users, new budget-priced Mascot is meter everyone can use.

*You can put your confidence in—*

**GENERAL ELECTRIC**

804-113

You'll love **LUDEN'S WILD CHERRY**



**GRAVY MASTER**  
ALL THAT THE NAME IMPLIES

FAMOUS HOUSEHOLD FAVORITES!  
**EXCELLO** Kitchen Towels  
**EXCELLO** Household Plastics  
available at leading stores everywhere

PROTECT, VIEW & STORE YOUR SLIDES  
In the finest ACCESSORIES  
Write for FREE CATALOG  
**BRUMBERGER**  
31 34th St., Bklyn. 32, N. Y.  
35mm. ROLLS 120 for \$4.95  
VIEWER \$1.50  
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## EAT, DRINK TOO MUCH?

Whenever you overindulge, here's how sparkling Eno can help you two ways: **At bedtime** take Eno to help quickly neutralize excess stomach acid and ease that upset, full feeling. **Before breakfast** take Eno as a quick, gentle laxative.

**1. PLEASANT** as a glass of sparkling, bubbly soda water!

**2. ANTACID**—relieves sourness, gas and heartburn promptly.

**3. LAXATIVE**—relieves temporary sluggishness quickly. (Take before breakfast when needed.)

Used by millions. Effervescent Eno is also good for SICK HEADACHE, DULLNESS, CONSTIPATION and ACID INDIGESTION.

At all druggists -Get Eno today.

**TAKE GOOD-TASTING ENO**



Now — these famous  
Beauty Tissues are

# Sun-Purified

by  
**ULTRA-VIOLET  
RAYS**



Made by the makers  
of Pond's Creams

## *New protection for delicate skin*

NEW SAFEGUARD for the immaculate care of delicate facial skin! New protection for an easily irritated, chapped, sneezy nose!

Today — every Pond's Tissue is constantly bathed by purifying ultra-violet rays . . . during the whole folding and packaging process!

This gives a unique, super-purity to Pond's beauty Tissues. Made for delicate skin, Pond's Tissues are unusually soft and firm. Wonderful for handkerchiefs! Now — these famous beauty tissues are extra good to your skin!

## *for handbag and pocket*

— Sun cellophane packet of Pond's Tissues, made to carry in your handbag or your pocket — for school, car and office — **5¢**  
Or buy them by the carton!



Mrs. Nicholas R. du Pont — "Since using my first box of Pond's Tissues, I've been spoiled for any other tissues — Pond's seem so much softer — my skin — and yet so firm. I always use them for removing cream and make-up, and we all love them for handkerchiefs."



The Marchioness of Queensberry — "I love the soft, firm quality of Pond's Tissues. They're ideal for beauty care — indispensable when you have a cold."

*Beautiful  
Society women  
prefer Pond's  
Beauty Tissues  
— made by beauty  
experts*



Mrs. George Whitney, Jr. — "Years ago I started using Pond's Tissues for removing cream — and now I find I use them for just about everything! They're so wonderful when I have a cold — so kind to my skin, so beautifully soft. I'm just not satisfied with any tissue but Pond's."



# NOW!

## BRIGGS SMOKES 3 WAYS BETTER\*



1. Stays lighted longer



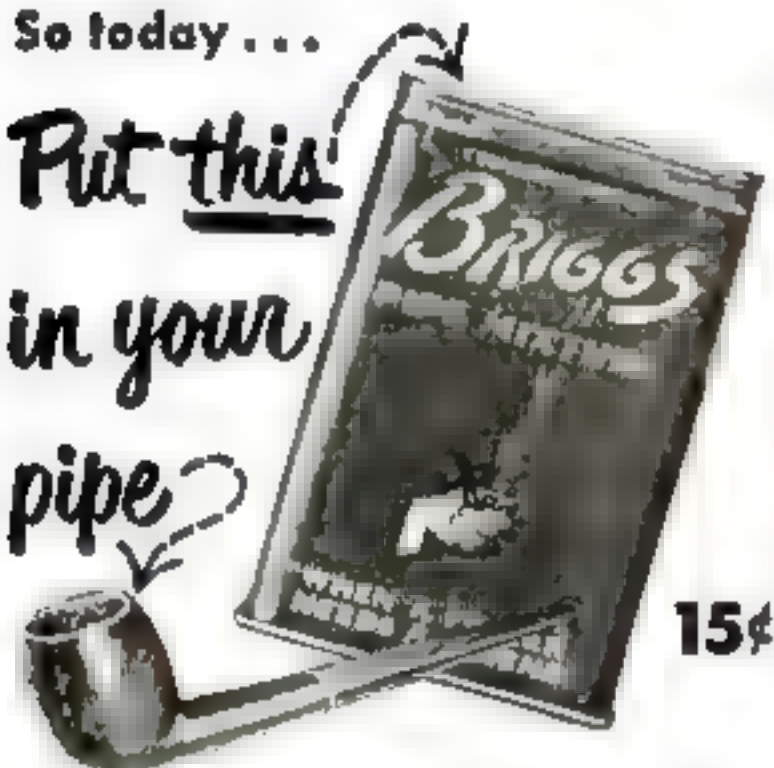
2. Cleaner burning



3. Less tar

So today...

Put this  
in your  
pipe



15¢

and smoke it!

\*Yes, our new process makes Briggs better by actual test! Better even than the swell-smoking Briggs that proved so fine and friendly in your pipe before. And remember this: when tobacco burns steady, free and clean, that's when you enjoy all the goodness of Briggs' fine tobacco, aged and mellowed in oaken casks. Today—try 3-ways-better Briggs!

Also available in Canada

### TOYS CONTINUED

## THE PARENTS CAN HELP

When children reach 7 or 8 they begin to be candidates for competitive games and hobbies and for the first time they really need their parents' cooperation. Maybe a father helps his son with a tool set, archery, a stamp collection, a construction set or trains, or perhaps he reads books with him or takes him to places of interest. Mother may help daughter bake a cake, sew clothes, take care of a pet, model with clay or play a game. It hardly matters what child and parent do together; the important thing is for both of them to find the project interesting. If the parent is bored, the child will know it, and the benefit of the association will be lost. The point of parent cooperation is not so much to teach the child as to establish what Dr. Gilmer calls a "buddy" relationship.



**TOOL CHEST** proves of vital interest to boys from 8 years up in the laboratory. Here Dr. Moyer takes part of a father helping a 7-year-old learn how to handle brace and bit. Not only does carpentry teach boy self-reliance and give him pride in craftsmanship, but it can establish a good working relationship between father and son. Other construction toys, games of skill can serve the same purpose.

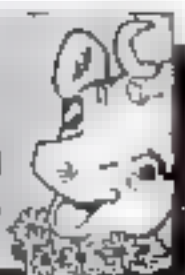


**CHECKERS** rate high as a game for 8- to 12-year-olds. This 8-year-old and her mother have established friendly rivalry at checkers. (Dr. Gilmer visits homes for research too.) By 8, children like problems that take thinking. And it is good for them to learn to lose as well as win. Parcheesi, a simpler game based more on chance than checkers, also helps child and parent begin to establish new equal status.



**GUINEA PIG** at laboratory is one of children's favorite animals. Pets are important at this age. Younger children need help in taking care of them, but when they get to be about 8-years-old they should be ready to assume responsibility. Caring for an animal helps a child become more independent and responsible. It teaches the youngster to give as well as take, to care for, as well as to be cared for.

Tastes so good!  
So nourishing too!



Borden's **NEW STARLAC**



1-POUND PACKAGE  
makes 5 quarts  
nutritious nonfat milk  
for as low as 40¢\*

Get Starlac at your grocer's today

For **DRINKING,**  
**COOKING, WHIPPING!**

\*Slightly higher in some areas.

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"THERE'S NO  
BUBBLE LIKE  
**DUBBLE**  
BUBBLE"\*

\*in other words:  
"PEOPLE ALL OVER  
THE WORLD HAVE  
FUN CHEWING  
FLEER'S DUBBLE  
BUBBLE GUM"



1¢

FUNNIES,  
FORTUNES,  
FACTS ON EVERY  
WRAPPER!

FRANK H. FLEER CORP.  
PHILADELPHIA 22, PA.





Not authentic unless stamped on the back with the name Trifari

designs patented.

From left to right: "Duchess" Necklace \$20, Earrings \$15, matching Bracelet (not shown) \$20. "Queen of Diamonds" (on large green ball) Necklace \$15, Pin \$5, Earrings \$5, Bracelet (not shown) \$10. "Gem of India" Bracelet (hanging) \$15, Necklace (on red ball) \$10, Pin (on silver ball) \$7.50, Earrings (on green ball) \$7.50. "Starflower" (on blue ball) Pin \$10, Earrings \$7.50. "Golden Flame" Necklace \$7.50, Bracelet \$5, Earrings \$3. All prices plus tax.



# PRESENTING *PACKARD*

*with motordom's newest, most exclusive beauty-*

## *Fashion-Keyed by Dorothy Draper*

**Here is the newest** new automobile idea in over a decade!

Dorothy Draper, internationally famous decorator and color stylist, has touched the

1952 Packards with the magic of her color and fabric genius... *and the result is the most breath-takingly beautiful car of our time!*

**From the stunning** exterior combinations to the matching interior fabrics and trim, Mrs. Draper's artistic daring and instinctive good taste are in evidence everywhere.

Blendings, harmonies, color complements—one more magnificent than the next—are here... not only to win admiring glances from other motorists and pedestrians, but to suit *your* personality—*your* temperament—*your* taste!

**And underneath it all** is the brilliance of Packard engineering and precision workmanship: From new Packard Thunderbolt Engines, America's *highest-compression eights*... and Packard's exclusive, now smoother-than-ever Ultramatic Drive... to revolutionary new Packard Easamatic Power Brakes!

The total effect is definitely something to **see**—something to drive—something to own!



*Throughout the fashion world, the achievements of Mrs. Dorothy Draper have long been legendary. Now, for the first time, she has brought her talents to the field of motoring... in the magnificent new 1952 Packard.*

*It's more than a car--it's a*

## *PACKARD*

*Ask the man who owns one*



Photographed at House & Garden's "House of Ideas."



# RD FOR 1952



Upper Brookville, Long Island.

Most luxurious motor car in the world: New Packard Patrician '400' for 1952. One of eight brilliant new models in four price ranges.





Now is the time to buy  
THE WARMEST GIFTS OF ALL  
CHATHAM BLANKETS

Chatham Blankets are gifts almost everyone hopes for, because Chatham makes good blankets...all wools and blends, Baby Chatham Blankets, Electric Blankets. They're as warm as a Christmas wish, as beautiful as famous Chatham styling can make them. Your favorite department store has them in a wide range of high-fashion colors, all gift-boxed, in many styles and prices.

*Lovely floral  
gift boxes*







## PLAYFUL PLATES

Connecticut tags identify owners

Most U.S. car owners, who will be buying their new license plates in the next few months, get no enjoyment out of their enigmatic car tags. But in the state of Connecticut things are different. There a license plate often serves as a calling card, announcing the owner's name, initials, nickname or occupation. To get one of these

special plates a car owner must pay an extra \$5 fee and choose a combination that has not already been assigned to someone else. Plates are permanent, not changed annually. So far, 15,000 Connecticut drivers have been happy to pay the \$5 so that they can bowl merrily down the highway, advertising themselves as they go.









**WAITING**, the young mother leans forlornly against the window, ignoring sympathy and looking for Maude's car.

# Nurse Midwife

## MAUDE CALLEN EASES PAIN OF BIRTH, LIFE AND DEATH

PHOTOGRAPHED FOR LIFE BY W. EUGENE SMITH

Some weeks ago in the South Carolina village of Pineville, in Berkeley County on the edge of Hell Hole Swamp, the time arrived for Alice Cooper to have a baby and she sent for the midwife. At first it seemed that everything was all right, but soon the midwife noticed signs of trouble. Hastily she sent for a woman named Maude Callen to come and take over.

After Maude Callen arrived at 6 p.m., Alice Cooper's labor grew more severe. It lasted through the night until dawn. But at the end (*next page*) she was safely delivered of a healthy son. The new midwife had succeeded in a situation where the fast-disappearing "granny" midwife of the South, armed with superstition and a pair of rusty scissors, might have killed both mother and child.

Maude Callen is a member of a unique group, the nurse midwife. Although there are perhaps 20,000 common midwives practicing, trained nurse midwives are rare. There are only nine in South Carolina, 300 in the nation. Their education includes the full course required of all registered nurses, training in public health and at least six months' classes in obstetrics. As professionals they are far ahead of the common midwife, and as far removed from the granny as aureomycin is from asafetida.

Maude Callen has delivered countless babies in her career, but obstetrics is only part of her work. To 10,000 people in a thickly populated rural area of some 400 square miles veined with muddy roads, she must try to be "doctor," dietician, psychologist, bail-goer and friend (*pp. 140, 141*). To those who think that a middle-aged Negro without a medical degree has no business meddling in affairs such as these, Dr. William Fishburne, director of the Berkeley County health department, has a ready answer. When he was asked whether he thought Maude Callen could be spared to do some teaching for the state board of health, he replied, "If you have to take her, I can only ask you to join me in prayer for the people left here."

←WEARY BUT WATCHFUL, MAUDE SITS BY AS MOTHER DOZES



**FRIGHTENED AND SICK**, the nervous mother is helped by Phoebe Gadsden, the first midwife she called. Mrs. Gadsden, a practicing midwife who attended Maude's classes (*pp. 144, 145*), has helped at several deliveries but felt that this one needed special attention and so decided to ask Maude to come and supervise.



**MAUDE GETS READY** in the kitchen by lamplight. In addition to the stethoscope and gloves, her equipment consists of about \$5 worth of such items as clean cloths, bits of cotton, scissors, cord ties, Lysol, surgical gown and mask and a blood-pressure gauge. Her deliveries are always made under aseptic conditions.



**IN DEEP PAIN**, the 17-year-old mother writhes, mumbling prayers while Mrs. Gadsden holds her hand. She could do little to relieve pain because she is not permitted to administer any drugs. The mother was worn out and weak even at the beginning of her ordeal, having previously gone through a period of false labor.





**4 A.M.** As hard labor begins, the face of Alice Conner seems to sum up all the suffering of every woman who has ever borne a child.



**5:30 A.M.** A few minutes after the arrival of Jerry, Monte Conner looks at his baby and a bright smile begins to form.

**5:15 A.M.** The mother and father, Colleen and Jerry, look at their newborn baby, who is lying in the hospital bed.





**5:40 A.M.** The long-suffering over, the mother first sees her son. She had no name for him, but a week later she chose Harris Lee.



**6:20 A.M.** Her work over at last, Nurse Midwife Callen quietly takes the first nourishment that he has had for more than 27 hours.



CONTINUED ON NEXT PAGE





**MAUDE AT 51** has a thoughtful, weary face that reflects the fury of her life. Orphaned at 7, she was

brought up by an uncle in Florida, studied at Georgia Infirmary in Savannah, became a nurse at 21.

## MAUDE'S 16-HOUR DAY

Maude's duties as midwife are no more important than those as nurse. On her daily rounds she sees dozens of patients suffering from countless diseases and injuries. She visits the nine schools in her district to check vaccinations, eyes and teeth. She tries to keep birth records straight, patiently coping with parents who say, "We name him John Herbert but we gonna call him Louie." She tries to keep diseases isolated and when she locates a case of contagious illness like tuberculosis she must comb through her territory like a detective, tracking down all the people with whom the patient may have been in contact. She arranges for seriously ill men like Leon Snipe (*right*) to go to state hospital, and she keeps an eye on currently healthy

babies to see that they remain that way. Whenever she is home—she is childless and her husband, a retired custom-house employe, sees her only at odd hours—she throws open a clinic in her house to take care of anyone who wanders in. And sometimes patients like Annabelle McCray Fuller (*below, right*) will travel all the way from Charleston, 50 miles away.

Maude drives 36,000 miles within the county each year, is reimbursed for part of this by the state and must buy her own car, which last her 18 months. Her work day is often as long as 16 hours, her salary \$225 a month. She has taken only two vacations and has now become so vital to the people of the community that it is almost impossible for her to take another.



**AFTER ANOTHER DELIVERY** Maude departs at 4:30 a.m., leaving the case in charge of another

midwife. Since she is already up, she is likely not to go to bed but to continue through rest of morning.

## Nurse Midwife CONTINUED



**HEALTHY TWINS**, who were delivered a day apart last year by Maude, get a quick once-over when she stops in to see them and to pump herself a drink of water. Only about 2% of her patients are white.



**TUBERCULOSIS CASE**, 33-year-old Leon Snipe, sits morosely on bed while Maude arranges with his sister for him to go to state sanatorium. Maude had met him on road, noticed he was thin, wan and sickly.



**ACCIDENT CASE** is brought to Maude's door one night. Annabelle Fuller was seriously cut in an auto accident and Maude had given her first aid. Now the girl returns to have her dressings changed.





**CRIPPLED GIRL** greets Maude at her door. Last summer Maude arranged for her to go to a state camp for crippled children which had strict entrance requirements

—each child had to have two dresses and one pair of pajamas. The girl could not meet these but after Maude got her one dress and one pair of pajamas, she could.





**NEW DRESSES** for 9-year-old Carrie (right) and 8-year-old Mary Jane Covington were dropped off by Maude on her way to a patient. Occasionally, as in this

case, she gets clothing from friends or charitable organizations and distributes it where she thinks it is most needed. But sometimes she buys the clothes herself





**SIMPLE KINDNESS** overwhelms an old man. Frank McCray had a headache one day in 1927, soon was paralyzed, and has been in this chair ever since. He broke down and wept when Maude stopped in.



**EXTRA DUTY** assumed by Maude includes cashing of relief checks and dealing with storekeepers for several people who are mentally incompetent or, like this man, blind. She paid his bills for him and counted out change so he could buy some tobacco.



**STORE-BOUGHT FOOD** donated by Maude fascinates youngsters outside log cabin. She frequently finds families with only two or three items on their diet, recently found this one living entirely on corn.



**AFTER A CALL** she wades back to her car. Road- like this are not unusual. At the end of

some of them in the '20s, she "found people who did not know the use of forks and spoons."





## Nurse Midwife CONTINUED



DR. W. K. FISHBURNE, head of the Berkeley County health department, examines a patient brought to hospital by Maude.

## MAUDE AND M.D.

When she is not visiting her patients in their homes, Maude holds clinics in churches, school buildings and backwoods shanties throughout her district. Some are for a single purpose—inoculations, classes for midwives or expectant mothers, examinations for venereal disease. Others are open to all comers with all ills. All are part of the activities of the South Carolina State Board of Health, Maude's ultimate employer, which has perhaps the best state midwife-education program in the U.S., although a recent budget cut seriously threatens it.

At her clinics Maude does not compete with doctors. There are not enough M.D.s in any case to cover the territory, and whenever her patients are in need of treatment that Maude is incompetent or unauthorized to give, she takes them to the health department clinic or the county hospital. There she works under the direction of Dr. William K. Fishburne (above), from whose shoulders she has taken an enormous amount of work.

**DYING BABY** who is suffering from acute enteritis is rushed to hospital. Mother brought her to Maude, who took her temperature (105°) and raced 27 miles in hope of saving her life.



**TRANSFUSION** was almost impossible because fever's dehydration had affected arm veins and doctor had to try one in neck. Baby died before he could get blood flowing.





**OUTSIDE A CLINIC** held in school, crowd wants to see Maude. On one afternoon, with one assistant, she gave 810 typhoid shots, later went out and delivered another baby.

**INSIDE A CHURCH.** Maude inspects a patient behind a bedsheet screen. She dreams of having a well-supplied clinic but has small hope of getting the \$7,000 it might cost.







**MAKING A DELIVERY PAD** in patient's home according to classroom method, Maude crimps together the edges of several pieces of newspaper. Her materials must be makeshift; even paper is scarce.



**INCUBATOR** is made of box and whisky bottles full of warm water. The bottles are placed at foot and sides of box, then covered with layers of cloth. This will sometimes work for as long as two or three hours.



**CRIB** is made of an old fruit crate propped near a cold stove. Maude must demonstrate even the simplest things she has seen newborn babies thrown into bed with older children where they might suffocate.



**TEACHING A MIDWIFE CLASS.** Maude shows how to examine a baby for abnormalities. She con-

ducts some 84 classes. Helps coach a mid 12 new midwives each year. The midwives who are ready





practicing, return to Maude for monthly refresher courses which open and close with a hymn. Few have

more than fourth grade education but are trained for two weeks at the state midwife institute and are

very proud of their calling. Unlike Maude, they get fees for deliveries, set at \$25 but often paid in produce.





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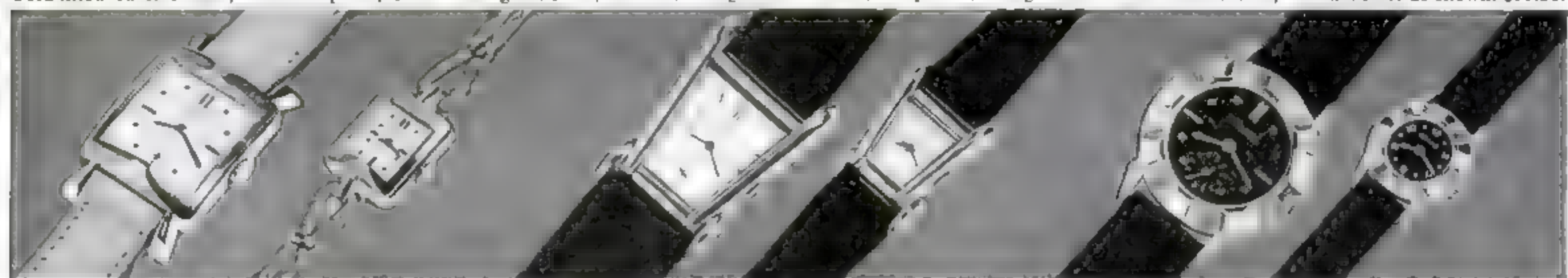
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# ANOTHER JIM THORPE?

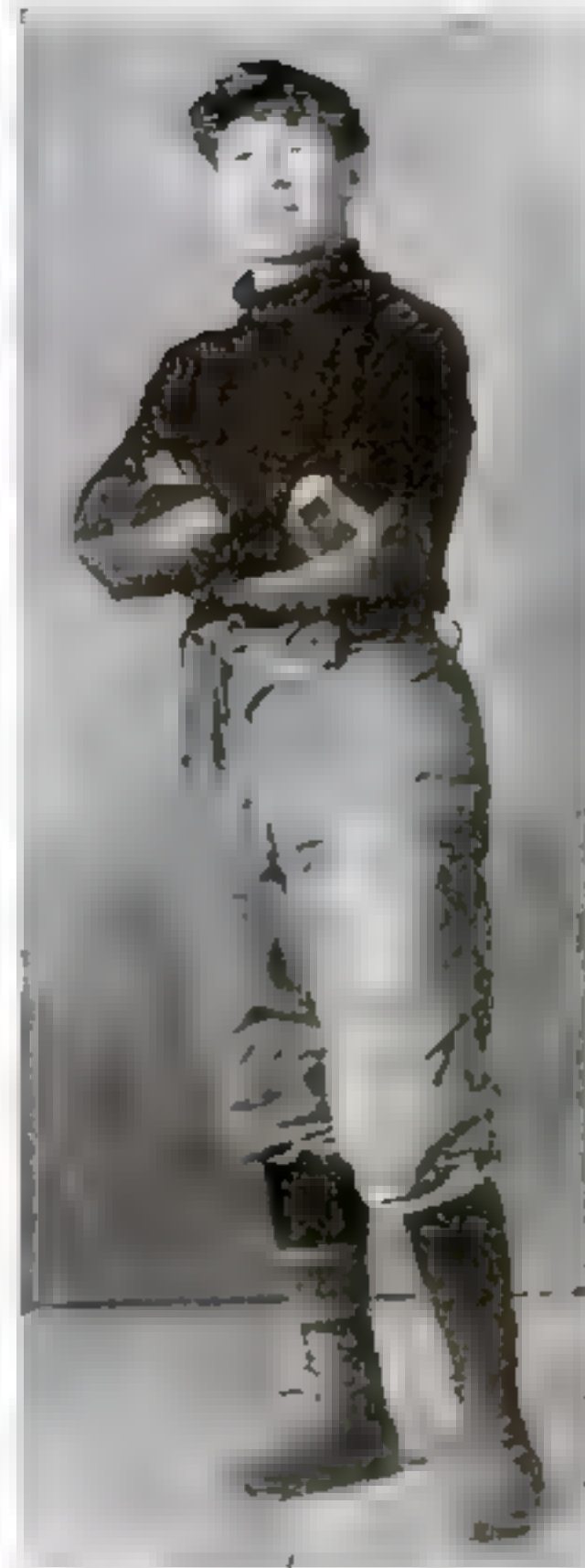
New football laurels put Bob Mathias in a class with the greatest all-round athlete of them all

Jim Thorpe has been called the "world's greatest athlete" for so long that other athletes had given up hope of being called greater. Thorpe was the superman who never trained, never exerted himself, but for almost a quarter century he performed legendary feats in both track and football. At 63, broke and in poor health, the old Indian listened stolidly last week to tales about 20-year-old Bob Mathias, who was being called a new Jim Thorpe. Had Thorpe ever met Mathias? "Just once," he grunted. "He's a nice kid, great track man. I don't know about his football."

The story of Bob Mathias was the Jim Thorpe story in reverse. Thorpe first won fame as a halfback for the Carlisle Indians and hit his peak at track at 24 when he won the decathlon at the 1912 Olympics. Mathias began with track at 17, bettering five of Thorpe's decathlon marks (chart, below) at the 1948 Olympics. When he turned his talents to football this fall, his junior year at Stanford, Mathias blossomed almost immediately as a line plunger and broken-field runner. He got better every game. His typically Thorpean 96-yard touchdown run helped Stanford upset Southern California. On New Year's Day in the Rose Bowl he will be the star that 100,000 pairs of eyes will be watching and comparing to the old Indian. Mathias has accomplished much in four years in two sports. But Thorpe was also a big league baseball player, a rugged wrestler, a good basketball and tennis player, a fine marksman with gun or bow and arrow. "Mathias hasn't had a chance to play as many sports as I did," explains the old Indian, "but even if he had he probably wouldn't be as good as me."



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ADMIRERS ESCORT MATHIAS (IN PARKA) ACROSS STANFORD CAMPUS TO DRESSING ROOM AFTER HE HAD SCORED TWO TOUCHDOWNS AGAINST OREGON STATE



OLYMPIC STAR MATHIAS uncoils as he gets ready to throw discus in 1948 games.

## OLYMPIC DECATHLONS

Mathias 1948	EVENT	Thorpe 1912
11.2 secs.	100 METERS	11.2 secs.
21 ft. 8 1/3 in.	BROAD JUMP	22 ft. 6 3/4 in.
6 ft. 1 1/4 in.	HIGH JUMP	6 ft. 1 1/2 in.
51.7 secs.	400 METERS	52.2 secs.
42 ft. 9 1/4 in.	SHOT-PUT	42 ft. 5 1/2 in.
144 ft. 4 in.	DISCUS	125 ft. 3 3/4 in.
15.7 secs.	110-M. HURDLES	15.6 secs.
11 ft. 5 3/4 in.	POLE VAULT	10 ft. 8 in.
165 ft. 1 in.	JAVELIN	149 ft. 11 1/4 in.
5 mins. 11 secs.	1,500 METERS	4 mins. 40 1/10 secs.



OLYMPIC STAR THORPE winds up his discus throw in 1912 with a stand-up stance.



## TWO CAREERS HAVE PARALLELS



**TRIBUTES** are received by both athletes on their return from Olympic decathlon triumphs. In 1948 Mathias (*above*) got a hero's welcome as he rode through his home town of Tulare, Calif. In 1912 Thorpe was greeted (*below*) by bewhiskered Mayor Gaynor of New York City.



**BLANKETS** are worn by Mathias as he takes shelter from rain between Olympic decathlon events, and by Thorpe, below, as he plays an Indian chief in one of his bit movie parts.



**ACTION** that hurt the enemy is demonstrated above by Mathias (49) who breaks into the clear on long touchdown run against U.S.C. Below Thorpe (20), playing for Canton (Ohio) professional Bulldogs, brings down ball-carrier with a vicious tackle. He was also a great drop-kicker, blocker and broken-field runner whenever he decided to try, which was only about half of the time. But by taking it easy, he kept playing pro football until he was 42.



## THORPE'S GLORY HAS SAD END



**DOWN ON LUCK**, Thorpe is shown as day laborer in 1930s.



**FACE TO FACE** with Mathias, in 1948, Jim chats with the kid who is to get "athlete-of-year" award at sports dinner.



**BROKE AND SICK**, Thorpe is recovering from a lip cancer operation. He lives "wherever I find a nail to hang my clothes on."





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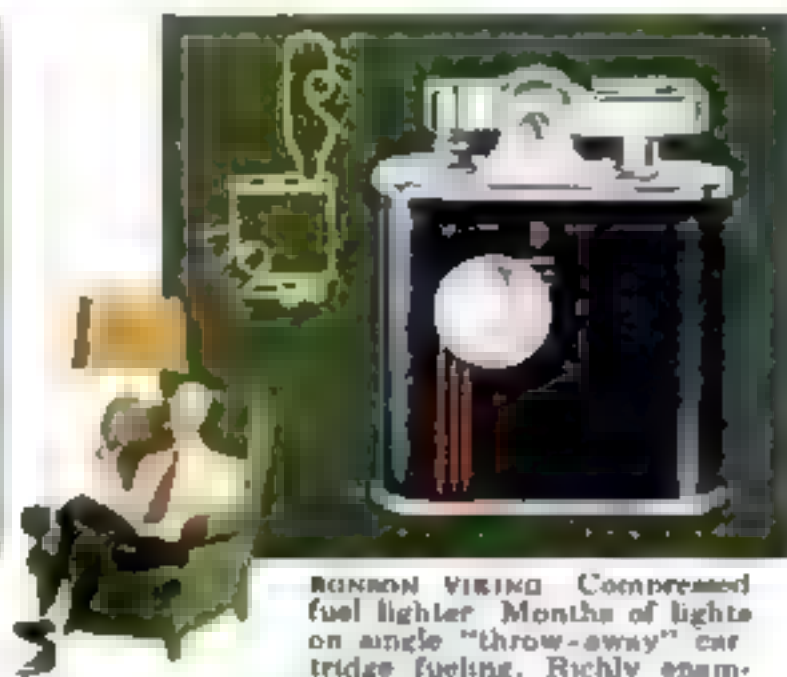
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Be sure it's a **RONSON** for every smoker on your gift list!



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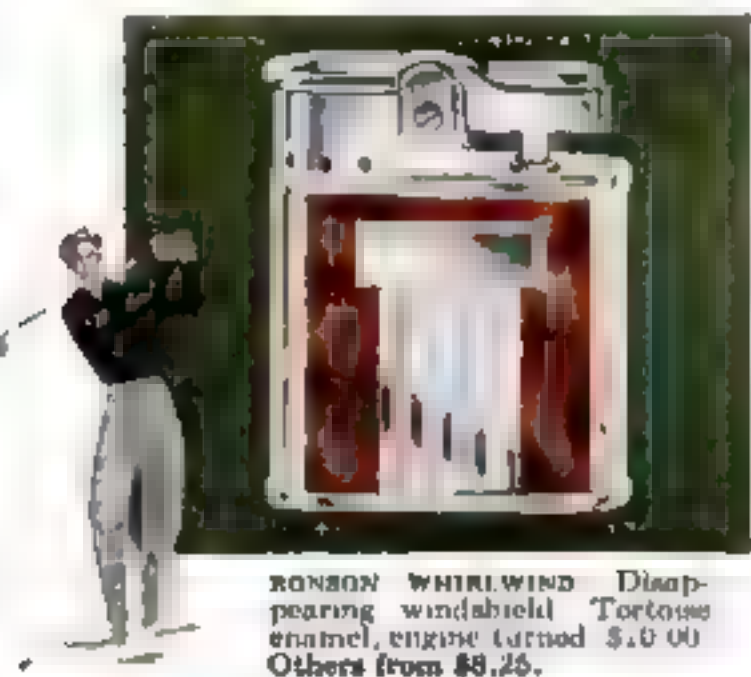
**RONSON VIKING** Compressed fuel lighter. Months of lights on single "throw-away" cartridge fueling. Richly enameled, \$12.50



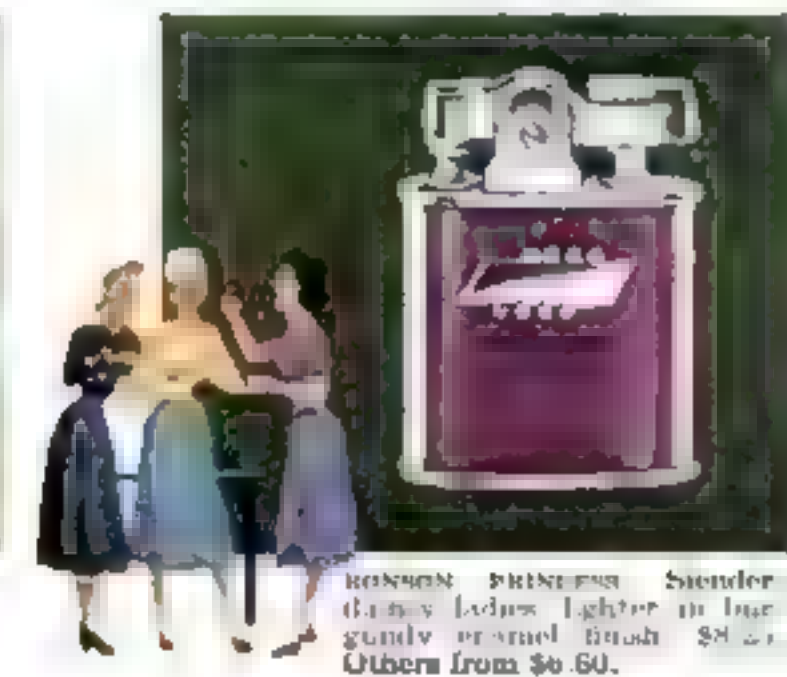
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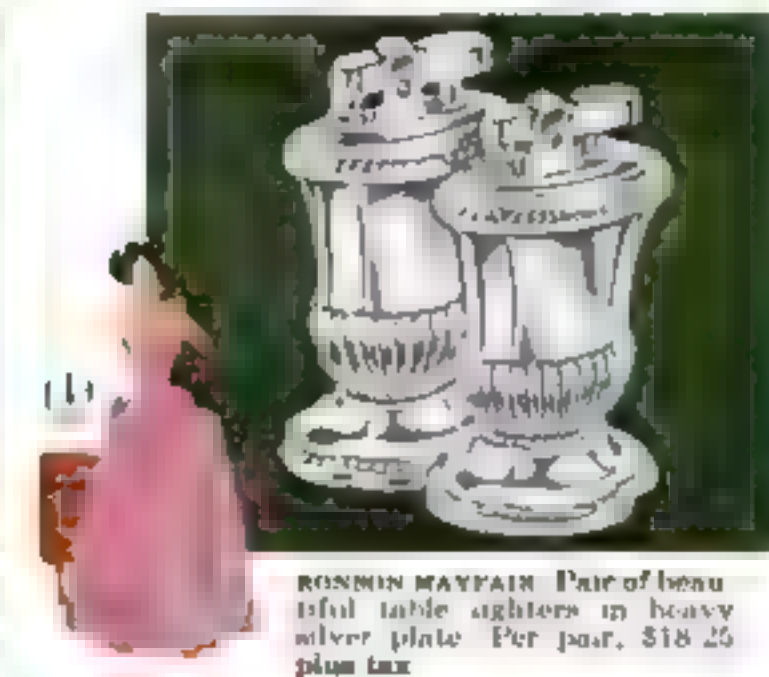
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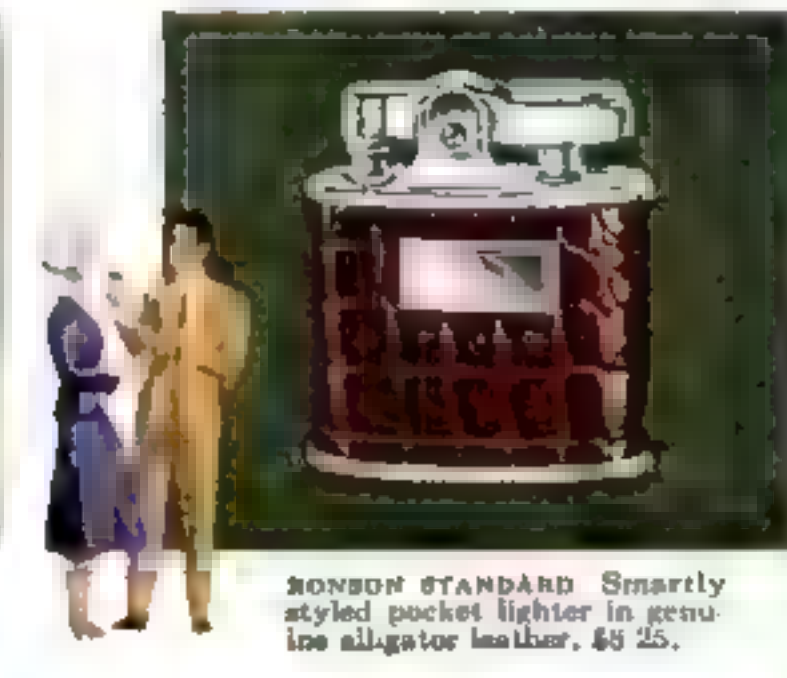
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**RONSON JUNO** Tall statuette table lighter in heavy silver plate \$13.50 plus tax



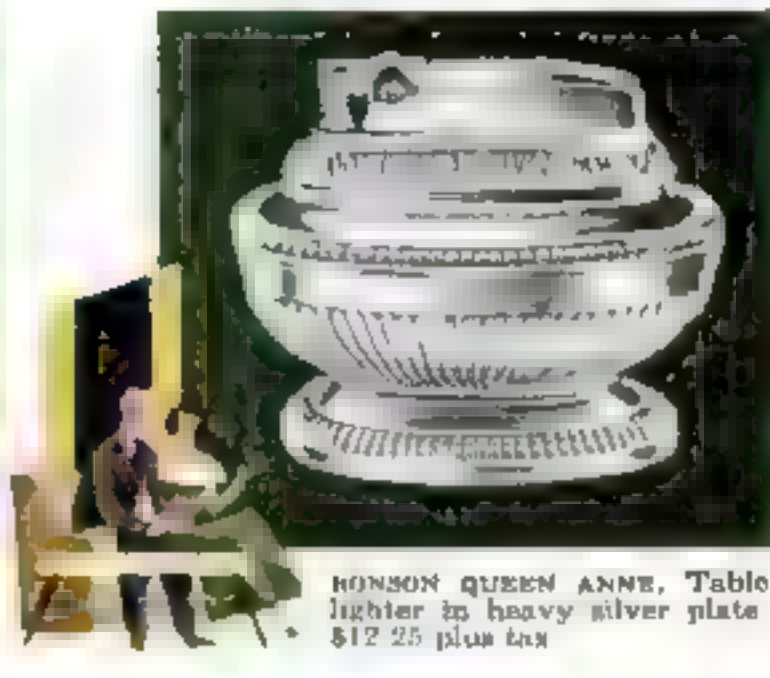
**RONSON ADONIS** Trim, slim pocket lighter in chromium plate and genuine tan, red or black saddle leather \$12.50



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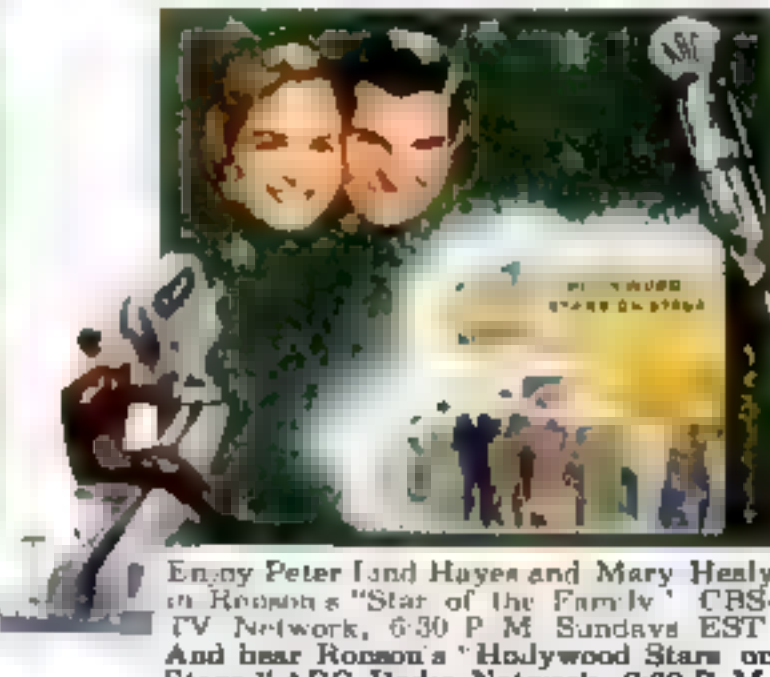
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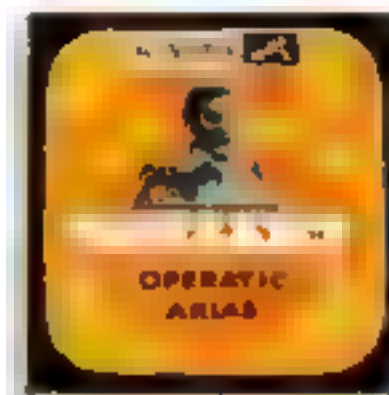
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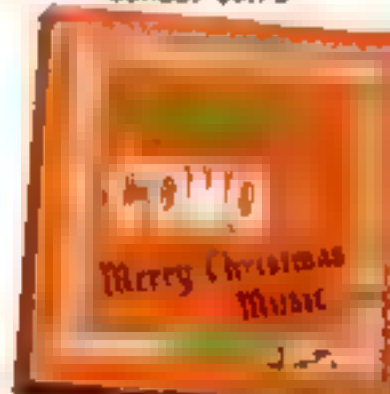
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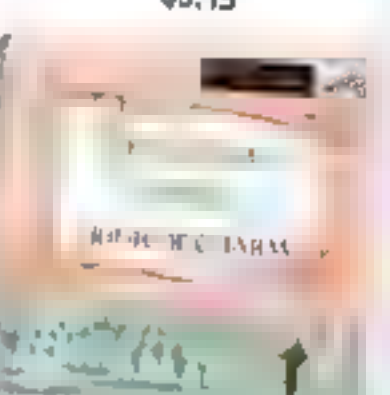
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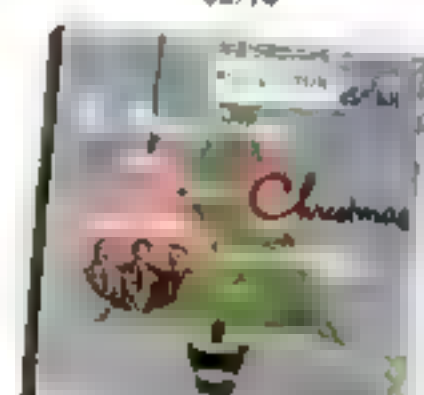
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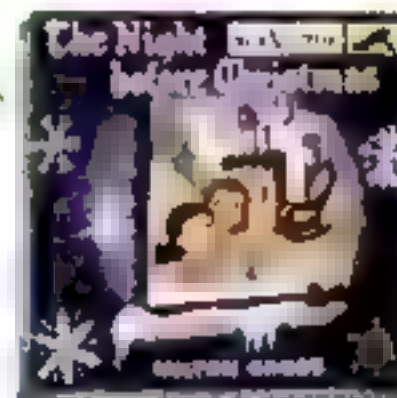
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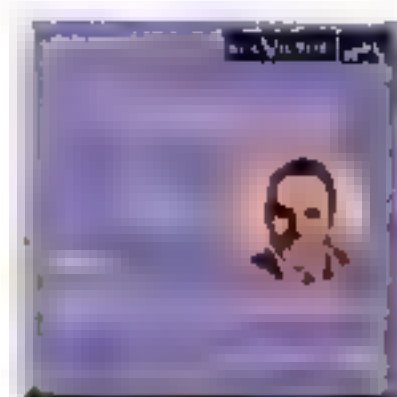
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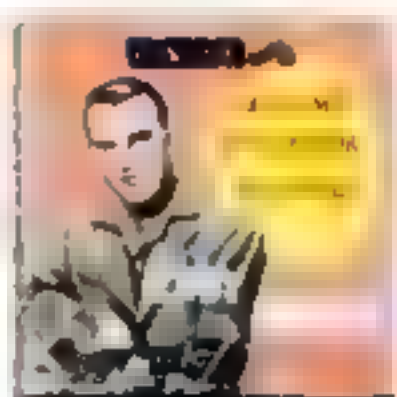
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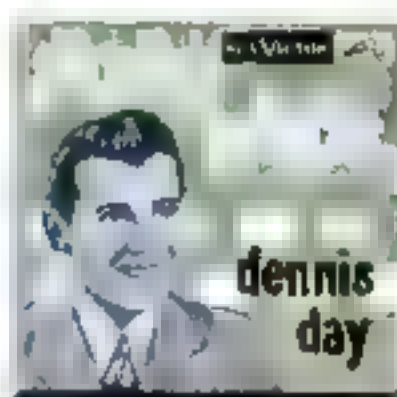
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*The coffee of magnificent flavor*



**PLAY SING, AND SLEEP**  
Serve your family and friends the finest and save! Compare the price of superb A&P Coffee with others of the quality. If you see how much you save, you'll know that value is no reason. A&P Coffee will be enjoyed in more homes this Christmas than any other coffee.



AT ALL A&P FOOD STORES

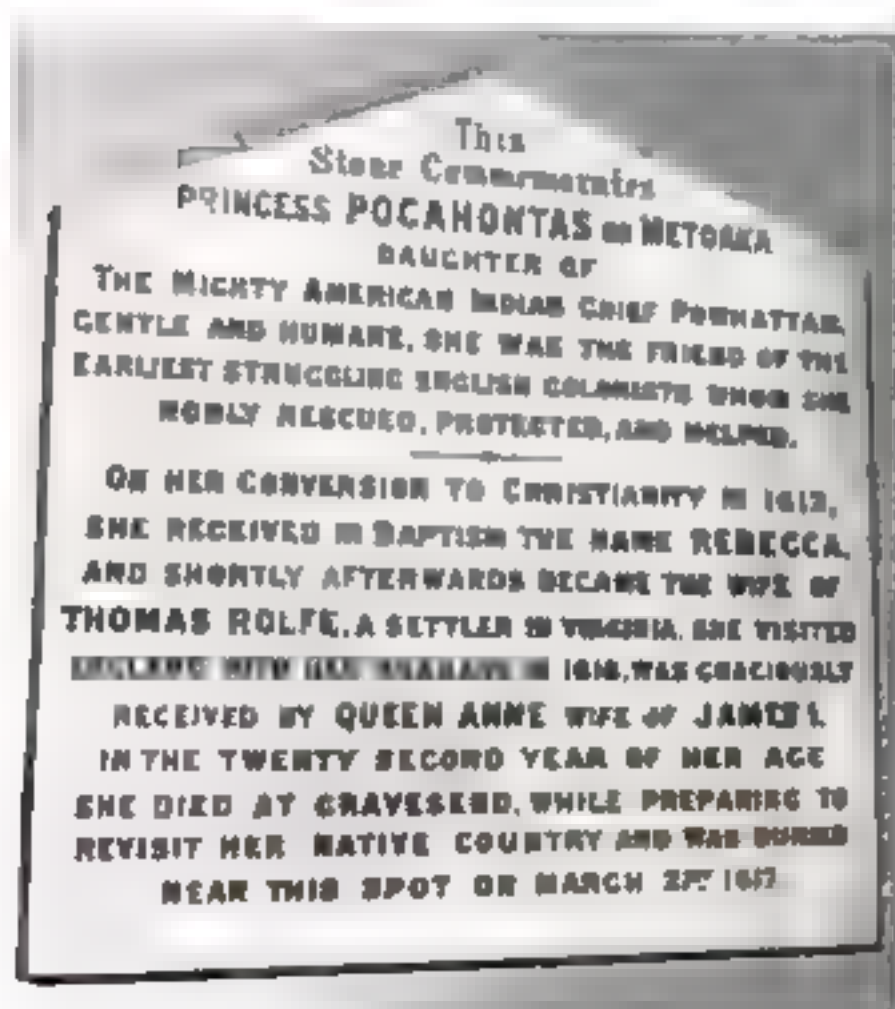




# Shrine for Pocahontas

## English try to save grave

In England men of diverse churches are working to save the grave of an Indian girl who ran naked until she was 13 but grew up an American heroine, a great lady in England and a beloved legend in both countries. All her short life Pocahontas, daughter of Chief Powhatan, worked for amity between Indians of Virginia and colonists of Jamestown. She fell in love with an Englishman and married him. She adopted Jacobean dress (as in the portrait above). In England, she was feted by the aristocracy. But in 1617, at the age of 22, she died and was buried in St. George's Church, Gravesend, near London. In late years, St. George's has run down; commerce and parking lots have crowded in and a proposal was made to demolish the church. But this roused so many protests that a campaign, supported also by the English-Speaking Union, has begun to preserve St. George's as a shrine to Christian unity and to Pocahontas.



STONE TABLET in chancel tells how Pocahontas lived and died. Exact burial spot was lost in 1732 fire.

CHURCH rises above the dreary environs of an encroaching commercial area and unkempt parking lot







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I'm wearing Douglas Shoes."**

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**THE CAPTAIN SMITH LEGEND** that Pocahontas saved him from club of Indian executioner inspired American artist, Alonzo Chappel. Some historians say it is a fable, recall Smith first told it seven years after her death.

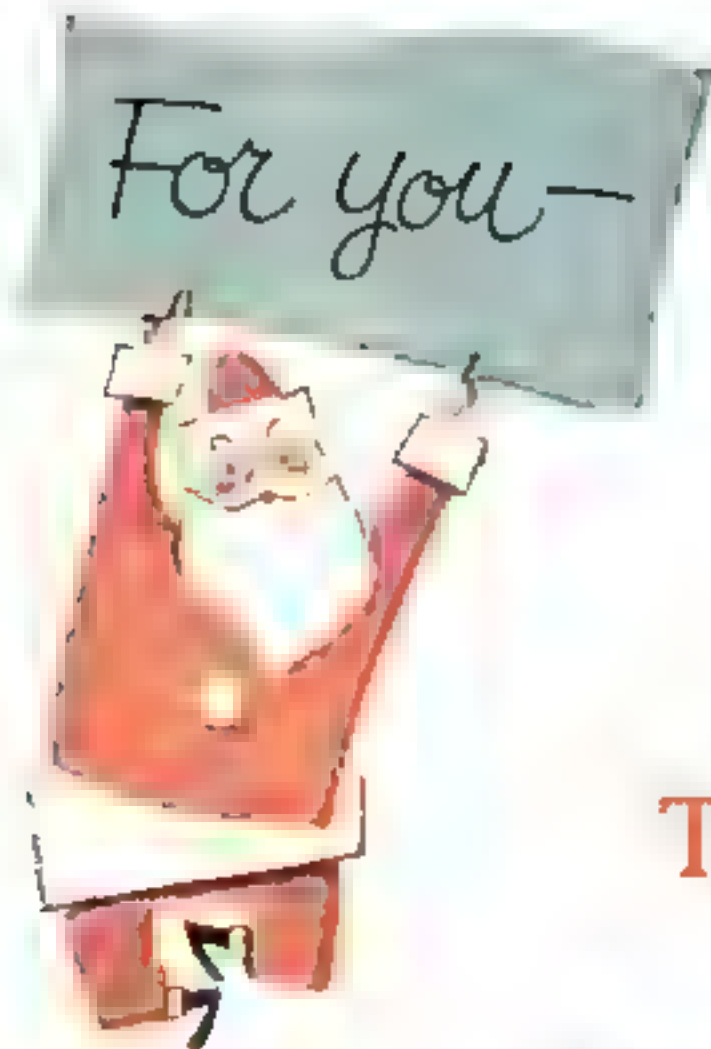


**HER WEDDING** to Colonist John Rolfe, so smitten by Pocahontas "that I was even awearied to unwynde myselve" out of love, occurred in 1614, year after she became Christian. Old print shows ceremony in Jamestown's church.



**KING AND QUEEN**, James I and Anne, received Pocahontas as royalty, once rebuked Commoner Rolfe for marrying above station. Though it is reported she wore English dress at court, this picture shows her in Indian regalia.





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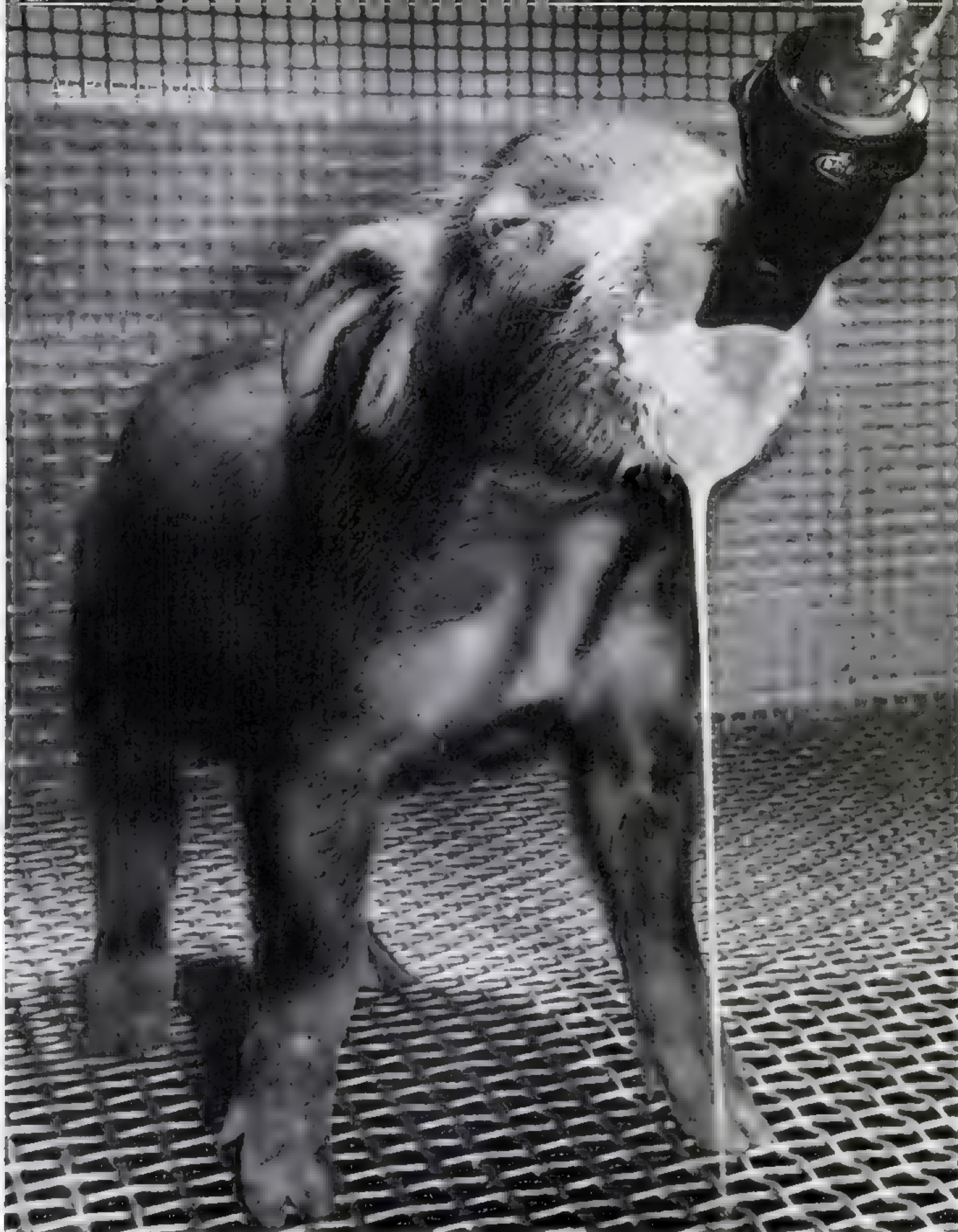


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## PIG'S PROGRESS

Taken from sow soon after birth  
it thrives happily on a new diet

The seven-day-old suckling, happily drinking artificial milk from an artificial sow, is taking part in the early stages of a major revolution in animal husbandry. Normally pig litters must be kept with sows until weaning time. During this period nearly a third of all pigs born die, either from undernourishment, disease or accidents. The artificial milk, newly produced by Chas. Pfizer & Co., contains all the nutrients a

little pig needs and makes practicable for the first time the feeding of piglets from racks of bottles rather than their mothers' teats. The milk also contains the antibiotic Terramycin, which accelerates pigs' growth (p. 161). Taken from the mothers 48 hours after birth piglets can be raised safely and quickly on a hatchery scale, like chicks. This in turn could make possible a 25% increase in U.S. pork production.



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## Pig's Progress CONTINUED



**NATURAL SOW**, with normal litter of 11 piglets, can usually only produce enough milk to nourish eight. Piglet in foreground, a week old, is crowded out.



**ARTIFICIAL SOW** feeds sucklings beneath lights which keep them warm. It can handle an 11-pig—or larger—litter and could save farmers \$30 a litter.



**OLDER PIGLETS**, arranged in tiers, drink from troughs. When full-scale "hatcheries" are built, farmers will be able to buy already weaned animals.

CONTINUED ON PAGE 161



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woman wants, give

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4-D



14-A

2-D

8-F



3-G



10-A



5-B

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**10-A** High Chair: Removable, plastic tray. Chromium finish, upholstery: red, blue, yellow, and mother-of-pearl. \$16.95.\*

**14-A** Youth Chair: Seat 21" high. Chromium finish, upholstery: red, black, blue, yellow, and mother-of-pearl. \$10.95.\*

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in any fountain pen  
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BE CAUGHT  
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Pig's Progress CONTINUED

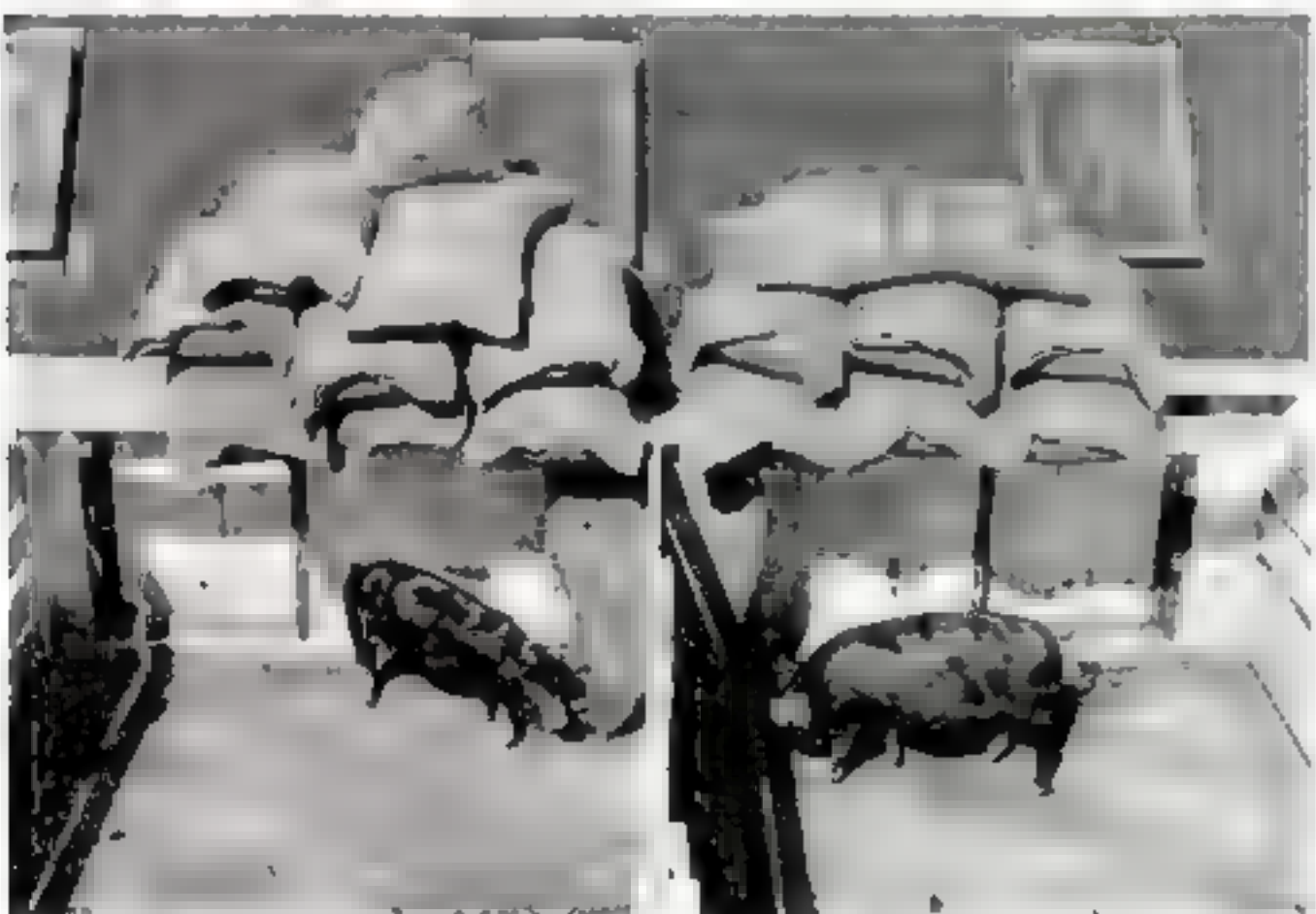
## THEY GROW FAST ON TERRAMYCIN



**TWO SUCKLINGS**, one sow-raised (left) and the other diet-raised, are compared by H. G. Luther, who developed Terramycin diet. Both are 26 days old.



**MARKET-WEIGHT PIGS** are driven off to slaughter. One at left reached 235 pounds in 196 days. Pig at right, with Terramycin, took only 156 days.



**RELATIVE FEED SUPPLIES** necessary to give market weight are shown above. Antibiotics will bring the pig at right to full weight faster on less food.



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Good Taste  
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Knowing hosts serve  
Park & Tilford Reserve  
proudly...and knowing  
guests appreciate the  
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premium is placed on  
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a warm welcome.



*The Premium Whiskey  
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# A MARINE TELLS HIS FATHER

Writing with explosive understatement, a platoon leader describes the noisy

by LIEUT. JOHN W. HARPER, USMCR

*The past few weeks have been described, officially, as quiet ones on the Korean battlefield. In this time a Marine lieutenant in a line company, John W. Harper, wrote two long letters to his father, a World War II Marine lieutenant colonel who now lives in a suburb of Chicago. Written as one combat veteran to another, the letters cover in some detail small unit actions from Sept. 10 to Oct. 14, including the skirmish in which Lieutenant Harper was wounded in the stomach. Although they were not intended for publication, LIFE presents the letters, unedited and cut only for space requirements, as a small masterpiece of reporting on life at the front during a "quiet" period.*

September 24, 1951

**D**EAR PAPPA, I hope all of my own and the government's communications arrived in the least jarring sequence. They probably did not, so I apologize again if news of the events out here caused too much upset. Since the last two weeks have been pretty crowded, I think the best way to try to describe them is day by day, since we seemed to do something special and different each day.

September 10

Moved out at dawn via trucks to the assembly area. The road distance was 40 to 50 miles to the northeast. As I believe I said in my previous letter, it was to the sector north of Inje, just north of the "Punch Bowl," an oval shaped piece of low ground about three miles in diameter.

September 11 and 12

We began receiving our ammo in midafternoon. At 6:00 p.m. we moved out of the assembly area, following G and I companies. We followed the road for a distance, then turned west, crossed a river—forded it, that is—and turned north again. But the blasted river crossed our route again and we had to walk up the middle of the stream for about 200 yards. The Korean rivers in September grow chilly at nightfall, I might add.

By now the moon was up and there were enough scattered clouds for the engineers to supplement it with "artificial moonlight"—searchlight beams reflected forward off the clouds. With both the natural and artificial types on our side, visibility was good—good enough to make out the white tapes marking our route which lay through an extensive mine field. By about 10:00 p.m., the first stretchers and walking wounded began passing us going the other way. As each stretcher passed, we looked to see if the patient's face was covered or not. The first four or five passed before one went through covered from head to foot with a riddled poncho.

The column was moving very slowly by now with frequent halts. We were fully loaded with food and ammo all of which makes a pack very, very heavy, especially at midnight. We found later that we were moving into positions held by the Seventh Marines, and as we passed through one of their mortar positions, we were somewhat shaken to see scores of covered up figures lying on the ground. As we looked closely, we could see movement or breathing or one would toss and roll in his sleep. Quite a relief. By the time we made the valley on the other side, dawn was beginning to break and we were nearing our assigned position.

As we moved closer, 76 millimeter shells began screaming in. These were hitting the ridge beyond us as we crossed the last ridge between us and our position. We went down into another valley, forded another stream and were at the base of the ridge I show as *H Co. 1st Ridge* on my attempted map (p. 164).



**FATHER IN CHICAGO**, Paul C. Harper (Yale '13), reads John's letters at suburban

home. He was a Marine officer in World War II at Guadalcanal, Bougainville and Guam.



# WHAT KOREA IS REALLY LIKE

action of the "quiet period" and calmly adds, "I saw the bullet that hit me"

It was now full daylight at 6:00 a.m. We had been on the march for just 12 hours—all night—and had covered only about seven miles.

After a rest we moved up onto the ridge to replace the survivors of H Company Seventh Marines who had taken the ridge. They brought out about 10 dead as we moved up. The living were gaunt, dirty and staring as they went down. One was singing a crazily inappropriate love song as he moved along, lurching from one side of the trail to the other. Eighty men out of 240 walked off that hill which had not been held physically very strongly by the gooks. Mortars and 76s had done the work.

The top of the ridge was heavily bunkered for living quarters—which we took over. There were a number of Russian burp guns, piles of ammo for them and two heavy Maxim machine guns with their wheeled mounts and protective armor shields, plus a number of rifles and a .50 caliber antitank shoulder rifle—about 15 feet long!

We began reoccupying the positions as our artillery began working on Hill 1052 looming up above us. G and I companies jumped off at 1:00 p.m. for 1052 using the ridge line routes I have indicated on the map which converged on the objective. My platoon selected positions used successively by the gooks and the Seventh Marines and prepared for the night's activity. My platoon sergeant selected a smallish bunker for the two of us. To "lie down" in same, we had to recline almost doubled up with our feet up in the air almost sticking out of the entrance.

Along about evening meal time, true to form, the gooks tossed in a few 82 millimeter mortar rounds, one of which burst about 25 yards from me nicking my machine gun section leader. Subsequent rounds hit one of my squad leaders and a rifleman. About this time I began to realize the superficiality of fully 80% of all "casualties." They are lightly hit by small splinters, but, of course, rate full medical attention. In fact, speaking from my own experience, to deny it to them would be criminal because once you are hit, all you can think about is getting the metal removed or taken care of in some way.

As night fell, we could hear light firing before midnight in addition to our artillery support, but much heavier firing after midnight. The gooks held off their counterattacks until the stroke of midnight. Then, preceded by the usual bugle call, they stormed down the ridge of I Company's little perimeter. This attack and the four successive attacks all executed exactly on the hour, were beaten back with light losses to the Marines. *September 13*

Early in the afternoon, my platoon was ordered out to set up an outpost on the ridge in G Company's rear so the gooks couldn't run up behind them. I consulted my map and moved out. After a short hike, I arrived at a place where the ground forms looked exactly like the features shown on the map. My orders were to put part of my force on top of the ridge, the rest on the trail at the base. I moved ahead of the platoon and up a trail leading up to the top of the ridge. About 50 yards up, I spotted a Russian trip wire stick type booby trap set in the middle of the trail. These gadgets resemble a potato masher grenade, with a stake to fix them in the ground and a cast iron serrated body containing the bursting charge. Kick the trip wire and off she goes, spraying splinters.

It appeared that the usual approaches—i.e. the little ridges running up the slope—were mined, so my next guess was to try a draw where the run off and resultant rolling rocks should have cleared out the mines. By this time, I had four riflemen with me and we began



**SON IN KOREA**, John W. Harper, 27, entered the Marines from Yale in 1944, returned

to service last March. A first lieutenant, he is an officer in H Company, First Marines

CONTINUED ON NEXT PAGE



# The gift of Good Taste



100 PROOF LIQUEUR  
SOUTHERN COMFORT CORP., St. Louis, Mo.  
**Now Sold In Canada**



A DEAD MARINE, covered by his riddled poncho, is carried past members of Lieutenant Harper's platoon as they move up to relieve a unit in the line.

## LETTERS FROM KOREA CONTINUED

working up a draw. Not many feet further on, the *second* man behind me, walking right in my footsteps, kicked off one of the mines, getting a piece in the back himself, while the man in front was hit lightly in the leg.

Mines like this are very mean when one lets go because the men think they are under mortar fire and throw themselves on the ground anywhere, and are apt to set off other mines. It developed that only the base of the ridge had been mined so that we were able to install the prescribed outpost on top and settle ourselves at the base of the ridge for the evening as ordered. In the middle of the night, an infiltrator sneaked in and nicked two of the boys in the leg with a rifle.

September 14

We evacuated our night's casualties and went to work improving our holes. Then the battalion 81 millimeter platoon moved up and informed us that we were in the wrong place—forcing us to move on up the valley to the position I show as the 2nd OP on the map.

During the night, another infiltrator nicked a man with a grenade. The machine gun section picked up five prisoners in the valley to the right of the spot where I show the mortar position.

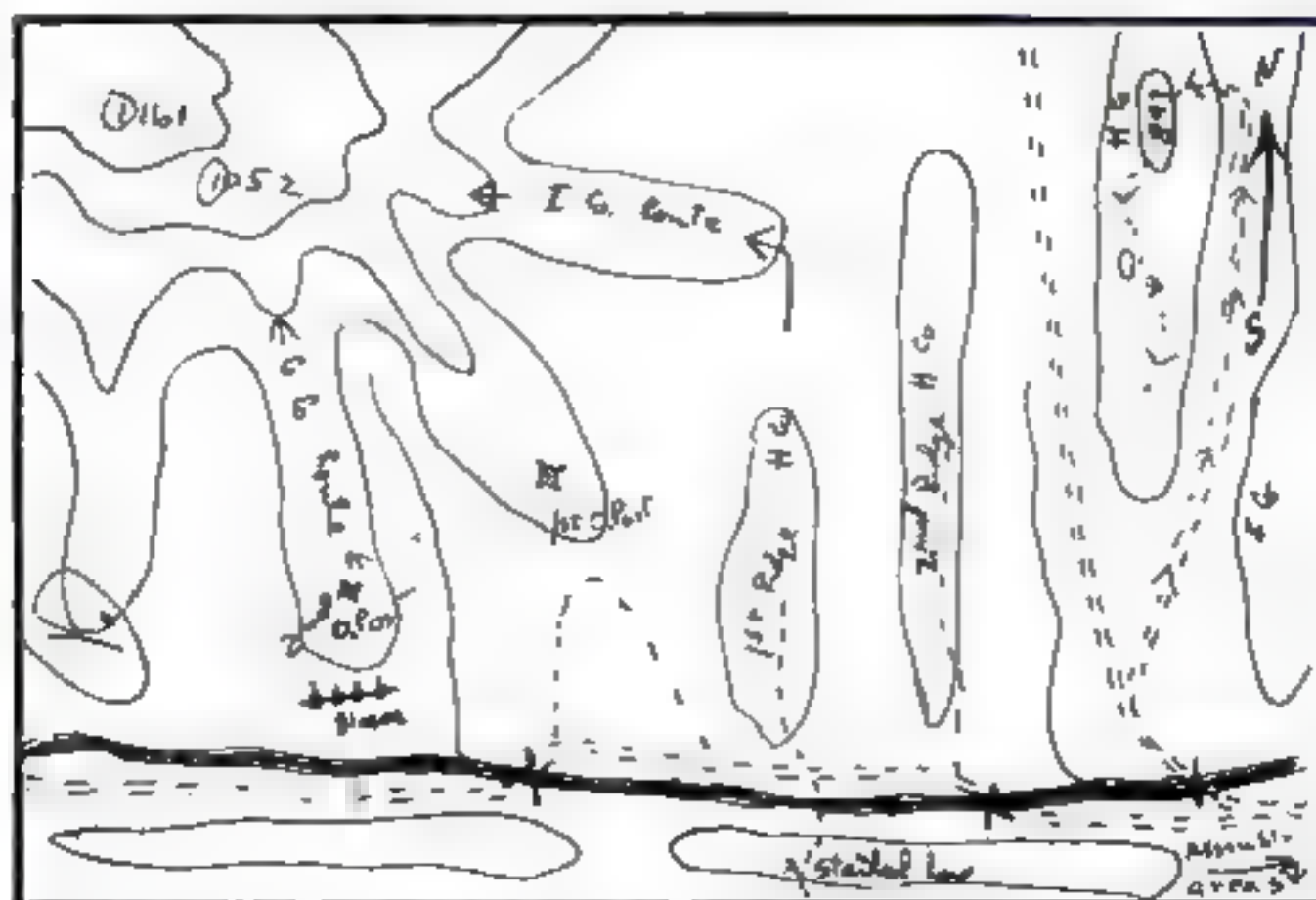
September 15 and 16

About noon, the battalion was pulled back into a reserve assembly area for a stay, we were told, from one to 30 days, but 45 minutes later we were on our way up to the ridge I designated 2nd ridge H Co.

Before pulling out, we had a giddy sort of reunion with G and I companies. We found ourselves mutually tickled almost to tears on meeting old friends, whether officers or enlisted men. We exchanged jokes and close calls and laughed at everything that had happened, then off H Company went again.

The second ridge had been completely devastated—blasted and

CONTINUED ON PAGE 157



ROUTE OF ADVANCE made by Harper's platoon is shown on Lieutenant's own sketch map. From starting point (lower right) they moved up the long ridge in support of I and G companies, which were attacking on Hill 1052.

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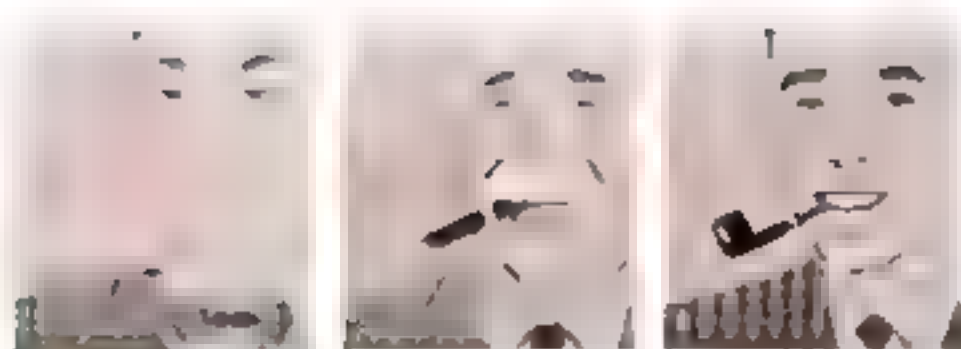
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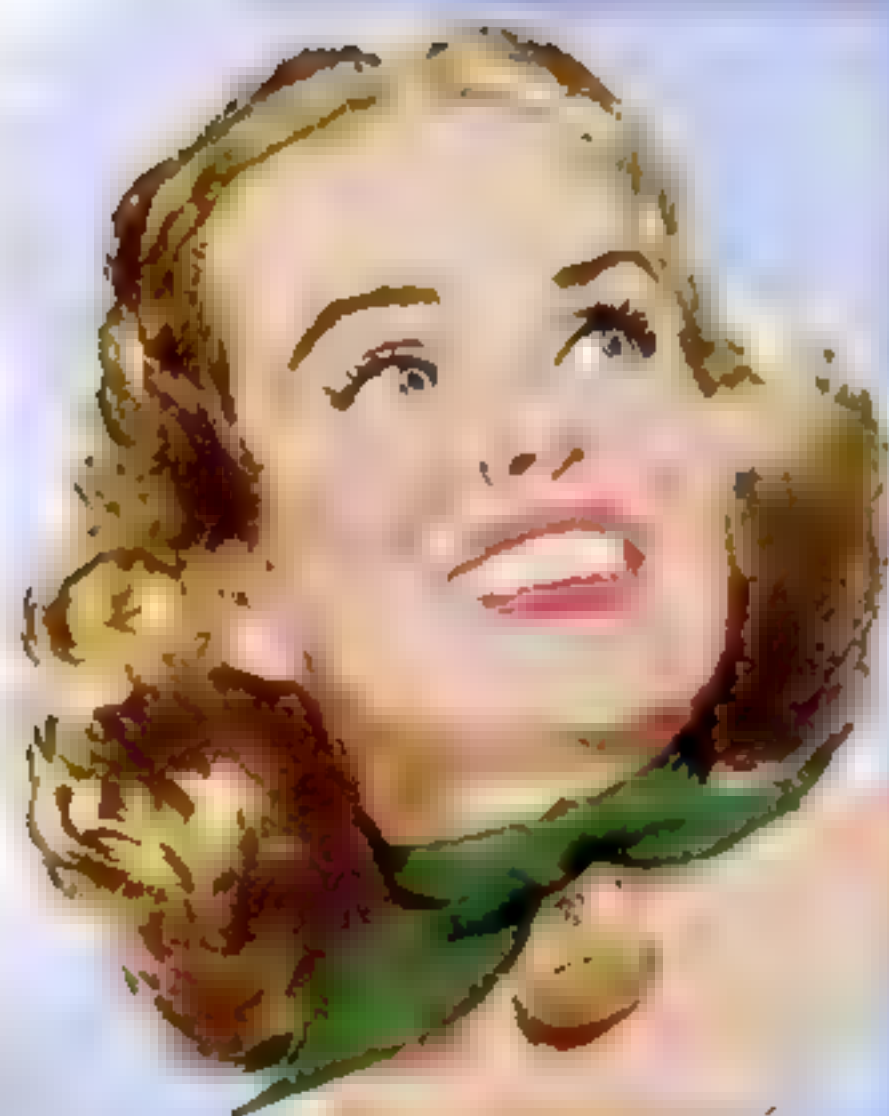


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Step up to Carling's Red Cap Ale today!

**CARLING'S** *Red Cap* **ALE**

*It's Light-hearted!*



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## LETTERS FROM KOREA CONTINUED

seared and shredded—by the Seventh Marines' assault. My hard-headed platoon sergeant found us a bunker that was out of this world. Another eight-feet-under job, dry, clean, with mats thoughtfully left behind by our enemies.

September 20

The new problem—my company's baby—was to secure the middle portion of Ridge 847 which had been taken by the ROKs, who had in turn lost the middle lower portion to a counterattack. We were to be able to approach and jump from the peak of the ridge and run our attack downhill—something new. We moved out early, marched slowly all day, getting the whole company on top of 847 at about 4 p.m. We expected to be able to rest, reorganize and prepare ourselves for the assault the next morning—but no. Someone got gung-ho and decided to jump us off as soon as possible assuming an understrength company could make a mile and a half advance in one hour of daylight!

As we organized for the assault, my platoon was assigned a follow-up mission behind the leading platoon. The route of attack starting from the peak of 847 is shown on my map No. 2 (p. 168). It was to start at A, run down a smaller ridge around point B, turn south and cut east through a saddle at D, run downhill and curve south again to link up with I Company attacking north. Keep in mind that all these ground forms were on top of an 800 meter ridge. My third squad had been neatly removed from my command and sent on some ridiculous security detail so I was way under 2/3 strength, close to half as a matter of fact, before the shooting started. Dandy!

At possibly 5:30 p.m. we got the word to assault, and the troops jumped over the ridge and started down the other side.

You would have been very proud, as I was at the moment, to be a member of the same organization as those guys. Bayonets fixed, with a storm of fire from their rifles, machine guns and auto rifles, they rushed down the side of the ridge, whooping and shouting defiance and encouragement as the few gooks in the nearest bunker area to the front opened with rifles, auto rifles and burp guns. A squad leader of the leading squad was hit in the head and knocked out. The second platoon corpsman rushed to his aid, stepped on a ROK land mine and was blown up. Both died soon. The Korean stretcher bearers supposed to follow up and evacuate such cases jumped into holes shivering and refused to function. They were routed out into action at bayonet point.

The 2nd Platoon's first rush carried about 125 yards from the jump-off point at A down behind the scant cover of the little ridge line to B and got up as far as a big bunker on top of the hill at C where they received a shower of hand grenades, which drove them back to the nose at B leaving several wounded behind.

### "They kept banging them in"

WHILE this was going on, the gooks trotted out one of their 76 millimeter guns onto a ridge about two miles to the west to a position where they had a clear direct shot at the attacking formation and at all activity and observers on top of the main ridge. When they opened up, they put rounds within 25 yards of where I was behind the 2nd Platoon, but as luck had it, the attackers suffered no losses from it—amazing because we were completely exposed but possibly hidden by the few trees on the hillside. They went to work instead on the people they could see near the top of the ridge. One shot killed the company commander. After another shot, an empty helmet went bounding down the hill—a direct hit on one of my second squad people who was moving down the slope to join the rest of the platoon. Two of his buddies formed a stretcher party to get him out—both were hit by another round. Still another broke my platoon guide's leg. They kept banging them in while our artillery dawdled. Minutes after their firing stopped, an artillery concentration fell on the spot where the gun had been—and I'm sure had left.

In the midst of all the commotion, someone ran close past me, connecting with a bullet in the arm as he did so and spraying me with his blood. All of a sudden I began receiving as yet unnecessary medical attention until I convinced all concerned—and myself—that it wasn't needed.

By now, the sun was down, and we decided to dig in on our little salient and renew the attack in the morning.

I have forgotten an episode which almost crowned our initial set-back with complete disaster. Minutes after we had recoiled to the positions where we spent the night and were trying to collect our wits, a Marine Corsair, which had been circling over the action, came in on a low pass from west to east. We thought it was to take a closer look, but as he came boring in we could see a napalm

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CONTINUED ON NEXT PAGE



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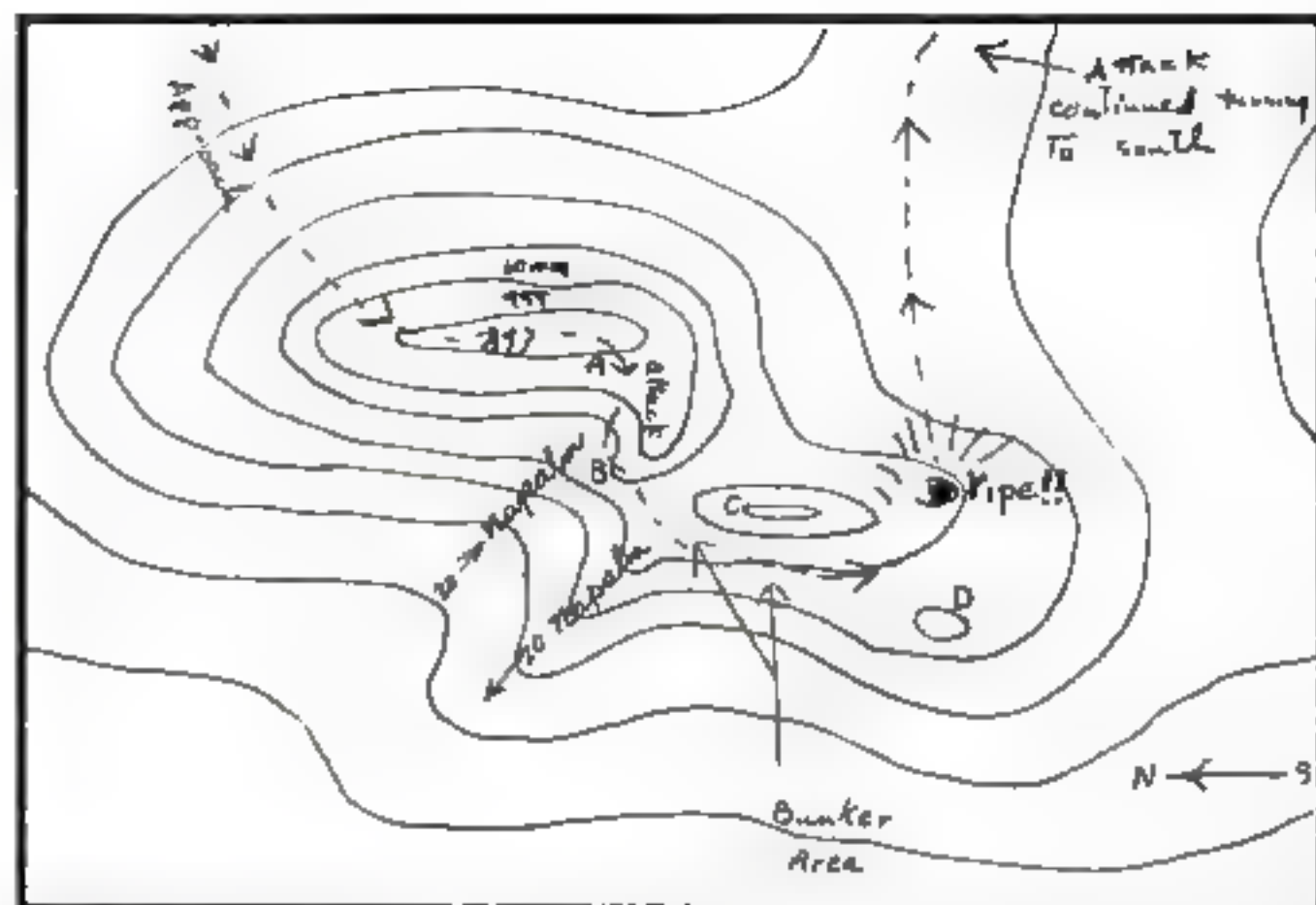
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**ATTACK FROM PEAK** of Hill 847, beginning at A, was successful, but Lieutenant Harper was wounded ("Yipe!!") after his platoon had passed Point D.

### LETTERS FROM KOREA CONTINUED

bottle still slung under his belly. We held our breaths in disbelief, but sure enough, he let it go at us, but it fell short by about 100 yards bursting with amazing flame and heat, leaving everyone limp with fear.

September 21

Things were calm during the morning with only sniping going on. The plan developed that we would try another assault about noon, and we supplied and prepared ourselves for same. I wasn't too optimistic about the success of the move, but move we must.

Let me insert another overdue clarifying detail here. Note that the direction of the company attack was south, where the over-all direction of advance was, of course, straight north. Also, our artillery had to fire straight north—directly at us—for support. Our 81-mm mortars were east firing over the ridge.

I was able to collect my third squad finally, allowing me to marshal about 30 men out of my original 60 some. We all got more ammo, loaded ourselves with grenades to knock out bunkers, and ate what food we could lay hands on. We had completely outrun our food supply and were receiving only limited amounts of ammo. The weather was good, clear and bright and cool—football weather at its best—also fine for our air strike which began about noon.

The F-51s made their runs from east to west in long flat passes, firing machine guns and rockets into the hillside. What made us jump for joy and what insured the success of the first part of our attack were two superb napalm hits. The first was on the east slope of the little hill marked D under which we were to pass. One of the air boys, bless him, bored into about 50 and drenched it with two cans of napalm obviously completely neutralizing it. Seconds later, another came in from southeast to northwest plunking a can on the hilltop at C, which stopped us the day before, smearing napalm all the way down the nose and instantly neutralizing it for our passage. Note that this hit was a bare 75 yards to our front—close support with a vengeance and none too soon. They made a number of additional rocket and machine gun passes, then departed and the artillery opened.

**"No long rounds please!"**

**THIS** was accomplished with 155-mm and they did a terrific job. They "walked" the bursts—tree, ground and delay—back and forth over the area around D. Keep in mind they were firing almost directly at us from the south—no long rounds please! The target area became completely obscured by smoke and dust. Splinters began falling in our position. A dud ricocheted over our position with an amazing moaning noise, as you can imagine. When the artillery shifted its fire further out on the ridge, we jumped off—1st Platoon first since it hadn't been in the assault the day before, followed by my 3rd Platoon.

Again the war whoops, yells and shouts, and the storm of fire. We moved up to the napalmed ridge without opposition, grenading all the bunkers we passed. On the napalm ridge, the 1st Platoon set up a firing line raking the bunker village in front of them. I moved up and peeked over and could see no return fire. They were completely pinned down—if anyone was home at all.

Firing continued enthusiastically and resistance was very slight. The machine gunners were firing merrily at the heels of the leading

CONTINUED ON PAGE 179



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**WOUNDED**, Lieutenant Harper is stripped of maps and ammunition by his platoon members before being loaded aboard helicopter for flight to hospital.

#### LETTERS FROM KOREA CONTINUED

riflemen, chewing up great spouts of clay, apparently to make sure they kept moving. Hearing the grenades and the firing, gooks began popping out of bunkers waving surrender pamphlets over their heads.

I found myself a convenient, I thought, shell hole on top of the ridge from which I could survey the situation while waiting for the assault platoon leader to decide what he was going to do. He moved one squad about 50 yards down the slope and promptly lost a man to a certain sniper. He again began calling for an air strike. While I waited for him to finish negotiating, a bullet cracked into the dirt about 10 feet in front of me causing me to pop back in my hole. He then called for a white phosphorus grenade to mark out front to the observation plane circling overhead. Since I was on the flank and in a position to toss one somewhere besides down the neck of the people out in front of us, I ran out, did same and got back in my hole and watched the white smoke billow up. As I faced out to the objective toward the sun, a flash of sun on copper sparked for a split second about 15 feet in front of me—and I was had. I'm sure I saw the bullet that hit me.

The boys all pounced on me, looted me of my maps and ammunition in very methodical fashion, and heedless of further sniper fire, carted me off on a stretcher. I didn't feel too badly, managing to save my .45 only with some effort. My platoon sergeant came, noted the disgusting turn of events, and took over the platoon.

The Doc at the helicopter strip at the foot of the hill pulled a pair of forceps out of his breast pocket and neatly removed the offending metal as I stood there. I lay down in the sun and took a nap in lieu of a night's sleep. After about an hour, three more of my boys—all nicked by the same sniper—came down to the strip, grinning sheepishly as I guess I was, and poking fun at each other for being so incompetent as to get hit.

A small, two-basket 'copter came in, and I was packed into one of the outriggers; the guy who had been lightly hit on our first ridge and who had not been evacuated, was put in the other. This time he had stepped on a land mine shortly after I had been removed and it had blown off his left foot.

The flight to the division forward medical company was easy but chilly. My wound was cleaned, bandaged and I went out to police up some food. All I could find were some apples which put me to sleep and had a good rest.

September 22

The docs and Navy corpsmen are a hard-working and competently nonchalant crew. They do a fine job. That forward medical company layout and experience will not soon be forgotten. The seriously wounded, strong young men out of their heads with fear and pain. . . .

The ambulance ride down here was easy. I rode in the front with the driver. As soon as I was admitted here, the doctors took me under their wing and I moved into their quarters with them. I shouldn't be here too much longer. This is my fourth day. I think. Rumor has it the boys are digging in up on the hill. I have tried to keep melodrama out and the facts in throughout. You asked for color—if most of it happened to be hemoglobin red, it wasn't because I wanted it that way.

Much love to all.

Your Son

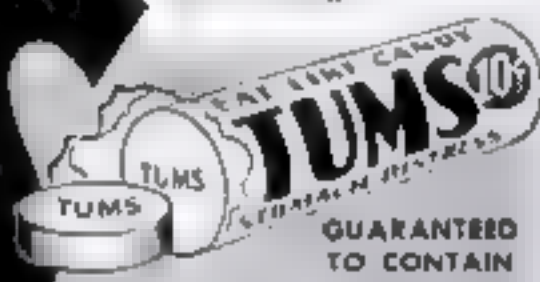
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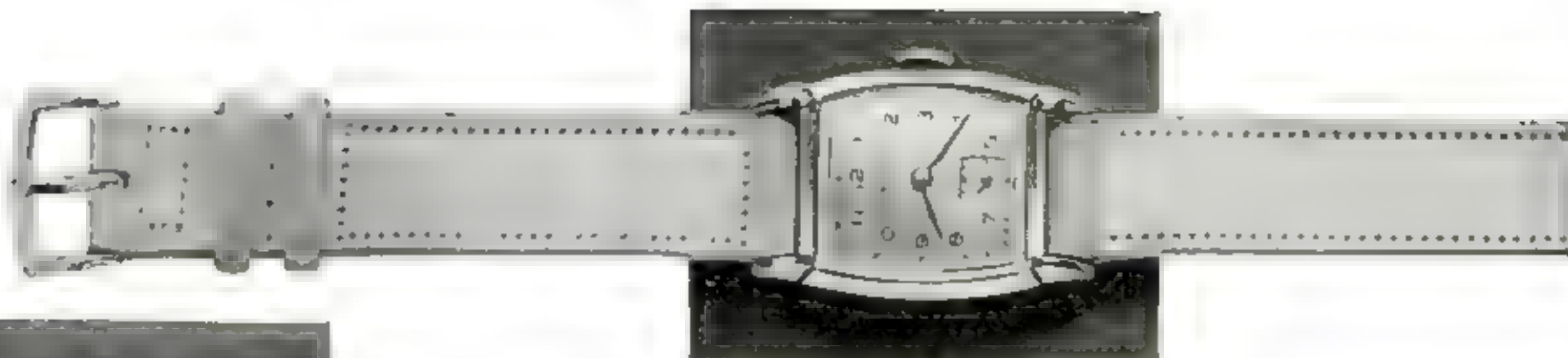
bittersweet chocolate coating...  
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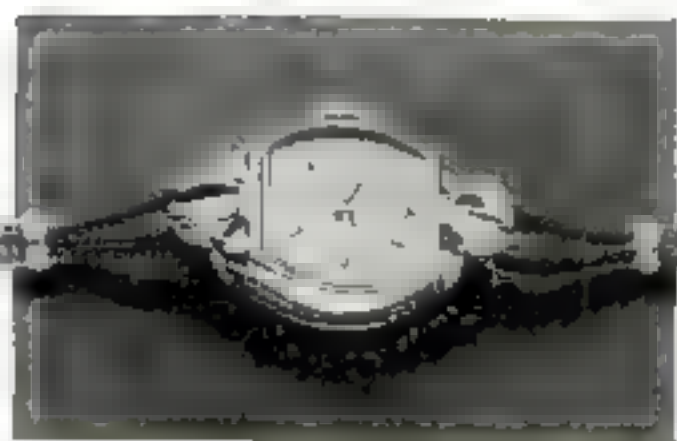
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Junior Mints**

CONTINUED ON PAGE 172





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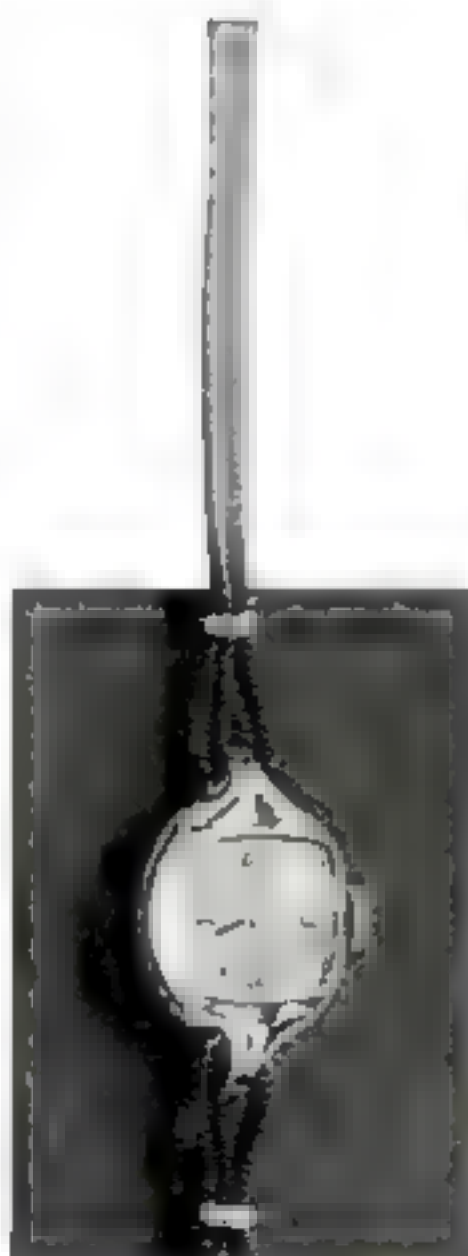
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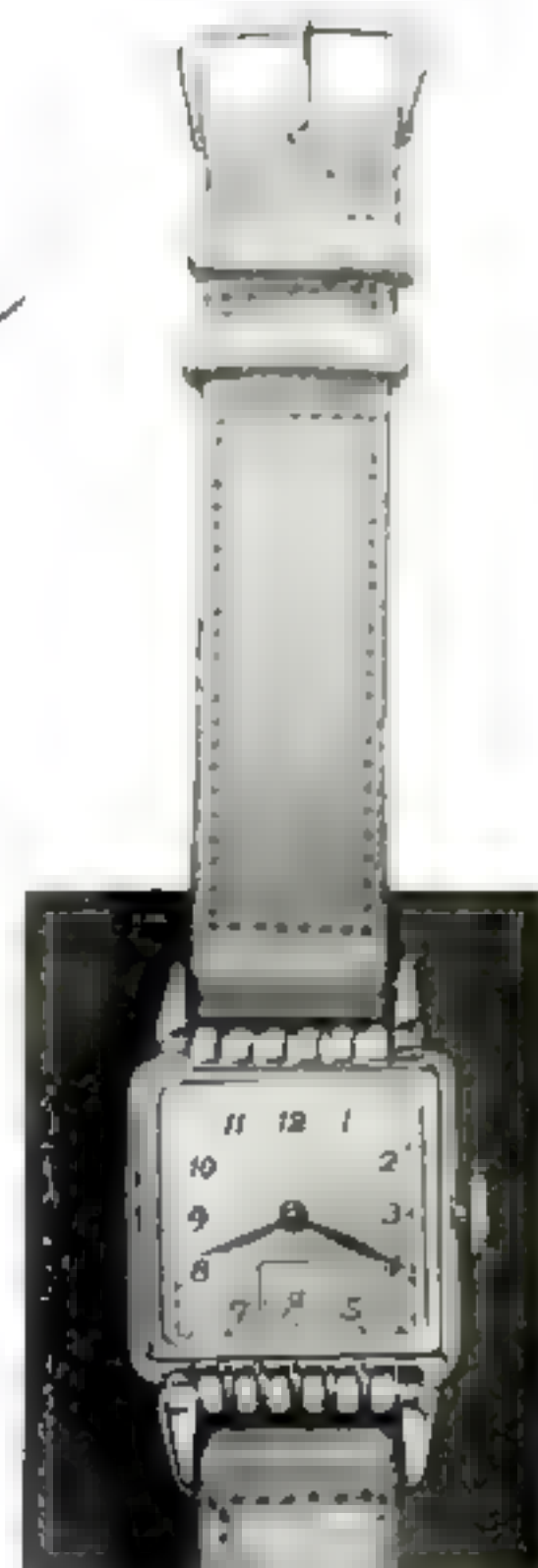
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It has the importance, the romantic look of an heirloom . . . with its sweet, round face accented by engaging bowknots. Ageless in design, any woman from sixteen to sixty will love it. 17 jewels. \$30.\*



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### LETTERS FROM KOREA CONTINUED

October 14, 1951

Dear Paw,

Please excuse the delay in writing. It was not caused by any thing more serious than natural laziness and inconvenience. I regained the 3rd Battalion on October 1. I discovered that H Company had been assigned a sector on the battalion left which extends down to the base of the hill and into a valley. My platoon sergeant had taken over the platoon after I was hit and carried it right on through to the conclusion of the assault and then set it up in a very good defensive position. He did a fine job then—in fact from the time I took over the platoon—and I have recommended him for a meritorious promotion to the next higher grade although he has only been a sergeant for about five months. I also discovered that one of the squad leaders—the Indian boy named Yellowhead—conducted a wild one-man banzai charge during the assault, killing a number of gooks and collecting four or five prisoners. For this, he was recommended for the Silver Star Medal by the other platoon leader present. After getting back to the company, I found a new C.O. The former exec had been sent to Regt. having served four months on line and also the 2nd lieutenant in charge of the 2nd platoon, having been five months on line, had been given a job at battalion. The 60 mm mortar officer, too, was rotated rear-ward to the 4.2 mortars leaving three vacancies. Then the 1st platoon commander was given an emergency leave home.

I ended up with the 60 mm mortar section in the company. The other day we caught four gooks cooking rice outside their bunker. I won't say that we splashed it right into their bowl, but all four were in a state of collapse when we ceased firing.

To go back to when I first got back to the line, the minute I arrived I could tell that morale was fair. From a quarter of a mile back, I could hear whooping, laughing, cursing, trees being felled, holes being dug, trails being hacked out, word of one kind or another being passed up and down the line from bunker to bunker with yells the gooks across the way could surely hear and probably understood. The boys all had unnecessarily big grins for me when I trooped the platoon line to see how they were set in. Light wounds remain a big joke and excellent luck, it seems, especially for rank of any kind.

#### "The nightly frights and jitters"

THAT night was the last of the very active nights as far as infiltrators were concerned. The whole company line is inter-connected with telephones so that the nightly frights and jitters can be communicated from one end of the line to the other with maximum speed. As soon as darkness settles there is a wait of about a half an hour before the first man gets rattled and heaves the first grenade. Then someone else hears the bushes shake and heaves two or three, then he gets to a phone and wants a flare so he can see the charging hordes. If a parachute flare is shot over his head, the hard white light of the burning magnesium coming from the falling and drifting parachute throws jet black shadows through the trees which move, creep and jump from side to side just like a gook. The only satisfaction they give is that they fail to reveal the imagined charging phalanx. One night on the platoon phone watch went something like this when my platoon sergeant was on the phone. (Crash of a grenade)

PLT. SGT.: Who threw that last grenade, that you first squad?

PHONE (whispered trembling voice): Yea—there's something in the wire!

(Crash of a second grenade.)

PLT. SGT.: Did you get him? You better have!

PHONE: Yea—heard his pants rip on the wire!

PLT. SGT.: Never mind pantsing him. Did you kill him?

(Wild confusion on the other end of the line followed by another grenade crash.)

PLT. SGT.: Okay! 60 mm fire coming up.

(A delay of five or 10 minutes while the mortar crew is woken up, gotten to the gun and the rounds pooped out. They crash into the hillside close in to our lines.)

PLT. SGT.: How does that look to you?

PHONE: Fine! Fine! Only now it sounds—sounds like somebody chokin' a pheasant!!

PLT. SGT.: Choking a pheasant! How do you know—go back to sleep!

PHONE: OK, OK. Thanks for the mortar fire.

(Half an hour passes)

PHONE: Platoon CP!! Platoon CP! Cee Pee!!

PLT. SGT.: Yea?

PHONE: They're blowin' a bugle!!

PLT. SGT.: Oh?—Well—What are they playing?



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CONTINUED ON PAGE 174



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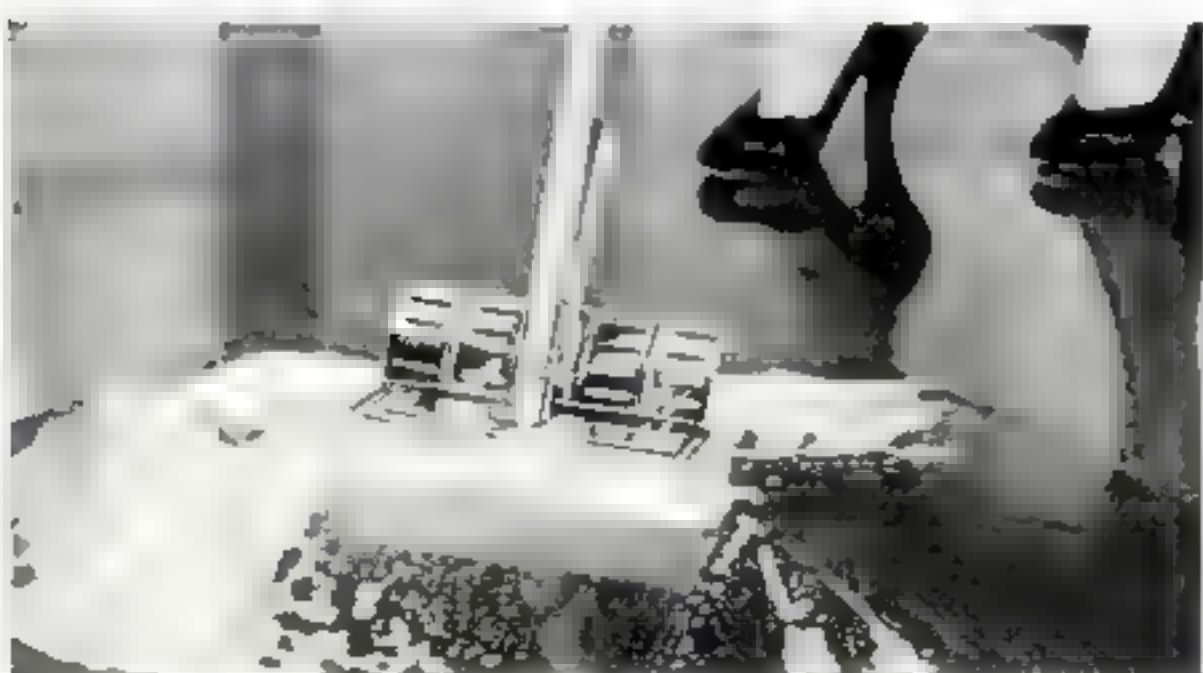
She'll love you for it for years to come—because a beautiful, chrome-plated O-Cedar Sponge Mop will save her hands, save her work 52 weeks a year! Look at your shopping list. Mothers, Aunts, Daughters, Grandmothers—every homemaking one of them wants the wet mop that keeps hands dry. Here's why.



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**NIGHTMARE ACTION** finds Marines, alarmed by unexplained noises and shadows cast by their own flares, hurling grenades at imaginary infiltrators.

## LETTERS FROM KOREA CONTINUED

PHONE: I dunno—I can't make it out. I tell you they're blowin' bugles!!

PLT. SGT.: Who's blowing bugles?

PHONE: The COOKS!!

PLT. SGT.: How far away are they—can you tell?

PHONE: I guess about across the valley on the other side of the ridge. (Fully 900 yards)

PLT. SGT.: Well—can't you tell what tune they're playing? Listen close and see if it's on the hit parade—

PHONE (squawks and rattling noises, then very calmly): I don't know what they're playing. All I know is they're blowin' a bugle.

PLT. SGT.: Roger. OK. But if you hear a piano and violin accompaniment, let us know and we'll come and help you get back to the rear.

PHONE: Yes, Sgt. (Followed by sputtering noises)

Later on, one of the boys heard noises in front of him and screamed for a parachute flare. When he got it, he could see the squirrels which made the noise.

In another hole, having heard a noise, a rifleman prepared to toss a grenade and roused his buddy in doing so. As he wound up to make the throw the buddy sat up and the grenadier smacked the grenade into the buddy's teeth, knocking him cold. This threw his aim off and the grenade flew out, hit a tree, bounced back and exploded just a few feet from the bunker. The grenadier thought that a gook had tossed it back at him, so he threw another half dozen grenades in all directions to defend himself. When his panic subsided, he realized what had happened and helped his buddy look for his teeth in the dark.

## "I had a 50-yard-line seat"

**Y**ESTERDAY, October 15, the 7th Marines on our left, under orders from X Corps, had to run a combat patrol (pronounced "Probing Attack" by the press, I believe) onto the ridge to our front. They trundled up 14 tanks, ran an air strike, and fired artillery and mortars (mine included) in battery and battalion salvos all morning and early afternoon. In mid-afternoon they were moved through our lines and minefield and on out into the wide open valley.

From my own OP, I had a 50-yard-line seat of the whole show—just like a football game only the other team not only fought our team, but they shot at the spectators as well. The infantry was preceded by the tanks which drew fire from a 76 mm up on a high ridge about 3 miles to the front. The long rounds from the 76 mm landed all around my bunker because the tanks thoughtfully parked right to my front. The first round hit three men in the 3rd Platoon to my right. Another, a dud, missed the new company commander by about 4 feet. Another cut my telephone line to the mortars in effect putting them out of the fight because I couldn't shift their fire as the infantry advanced. So we watched. The tanks took up positions out in the open and began to whack away with their 90 mm at point blank range (about 600 yards) at the little ridge. The 76 gun put round after round within yards of them. But they nonchalantly stood their ground firing 90s and machine guns whenever the infantry radioed for it.

I finally spotted the 76 by its peculiar muzzle blast. It took about 17 seconds for the rounds to hit after being fired—17 seconds to



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FOR EXTRA VALUE . . . EXTRA PLEASURE

- ✓ **EXCLUSIVE SCHWINN "LOOK"**—Smartly designed, richly finished, Schwinn Bicycles are outstanding for beauty. Each evidences Schwinn's long experience
- ✓ **EXCLUSIVE ELECTRO-FORGED FRAME**—Schwinn's own process makes it one continuous steel structure . . . safest, most durable bicycle frame ever built.
- ✓ **EXCLUSIVE "DUR-A-ROL" BEARINGS**—Roll easier, last longer. They make possible the effortless pedaling for which Schwinn Bicycles are famous.
- ✓ **EXCLUSIVE TUBULAR RIMS**—Special Schwinn construction. Lighter, yet 5-times more rigid than ordinary rims. Built to withstand abuse!
- ✓ **EXCLUSIVE FRONT HUB**—Schwinn-made for longer life and easier rolling. Bearings triple-heat-treated for extra-durability.



IN EVERY PRICE RANGE

THERE'S A **SCHWINN** . . . THE GUARANTEED BIKE!

## America's Favorite Bicycles 9 to 1!

*This Christmas, Schwinn Bicycles are more than ever the favorite with boys and girls . . . preferred 9 to 1 over any other bike*

Your youngster's joy is bound to be greater when the bike you give is a Schwinn . . . because Schwinn is the bike every child wants. Handsome Schwinn Bicycles, with their beautiful colors and many special features so loved by children, are the *preferred* make by far.

The Schwinn name means *quality*—for into these bicycles go the finest materials and the skill of the Schwinn family's 70 years of continuous experience. Schwinn Bicycles are built for extra safety, built to last . . . and backed by a written guarantee that's *honored to the letter!*

You'll find one of the 12,000 Schwinn Authorized Dealers near you. Have him show you today why a Schwinn Bicycle gives more dollar-for-dollar value. Schwinn's come in every price class—delivered *ready to ride*. For the best Christmas your youngster ever had—*give a Schwinn!*

ARNOLD, SCHWINN & CO., CHICAGO, ILL.



# Once in her life... every woman should have the thrill of a **SINGER** Christmas!

## MAKE THIS THE YEAR AT YOUR HOUSE!

**The surprise** of a big red-bowed sewing machine under the tree...

The Cheshire grins of the youngsters who somehow managed to keep the secret. The half-sheepish, half-proud look on Daddy's face ("I kind of thought you'd like it")...

The excitement of lifting the lid—it is a **SINGER**, it really is! Trying it for the first time on a piece of Christmas ribbon...

It's a thrill every woman should have once in her life, the thrill of getting a handsome new **SINGER**\* Sewing Machine.

It's a thrill that comes only once. For when a woman owns a **SINGER**, she owns a machine that will last for a lifetime... the easiest-stitching, smoothest-running, best-loved of all machines... the one machine that has proved its dependability through 100 years.

Again this year, no other sewing machine in the world can equal a wonderful new **SINGER**. Make this Christmas a **SINGER** Christmas in your family!



• **Marvelous modern desk.** A handsome, highly useful living room piece—with a smooth-stitching **SINGER** Machine inside. Every deluxe sewing feature. Roomy drawers. Comfortable matching stool. Blond oak, walnut, or mahogany finish. It's really two gifts in one!

Portable or cabinet... only **SINGER** offers you all these advantages!



• **SINGER**\* Featherweight Portable. An 11-pound wonder with all the features of a full-size cabinet model.



• **The Queen Anne.** Graceful; gleamingly finished in walnut or mahogany. Goes beautifully in any room.

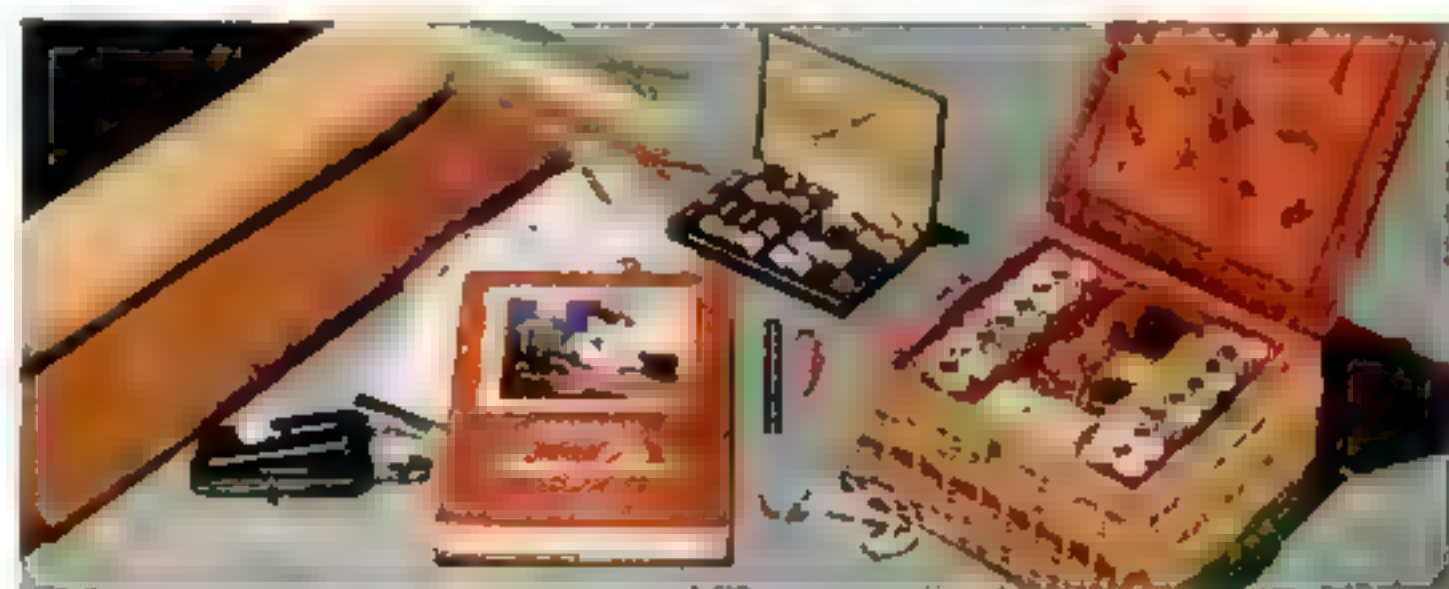
- Sewes forward or back, at the flick of a finger.
- Darns, monograms, embroiders—without attachments.
- Tension regulated by numbered dial—no guesswork.
- True-stitching action at any speed, on any fabric.
- Full range of stitches from very fine to big basting.
- Non-glare "daylight" sewing light
- Basic attachments—hemmer, ruffler, etc.—with every machine.
- Famous **SINGER** sewing course. No extra cost.
- World's most beautiful cabinets in styles to fit any home.
- Prices to fit any purse. Minimum down payment. Easy terms.
- Cross-country service—available wherever you go from any of 1200 **SINGER** SEWING CENTERS, coast to coast.



**S**\* For your protection, **SINGER** sells and services its Sewing Machines, Vacuum Cleaners, and other products only through **SINGER** SEWING CENTERS, identified by the Red "S" Trade Mark and the "SINGER SEWING CENTER" on the window, and never through department stores, dealers, or other outlets.

At left is the **SINGER** SEWING CENTER at 259 Fulton Ave., Hempstead, Long Island, N. Y. More than a thousand others, coast to coast. For address nearest you, see classified phone directory under **SINGER** SEWING MACHINE CO.

## Other "thanks-a-million" gifts at your **SINGER** SEWING CENTER



• So pretty: gay sewing boxes and fitted kits! So practical: scissor sets, *SINGER* Sewing

Book! So different: a **SINGER**\* Dress Form, or pattern and fabric for a dress!

## **SINGER** SEWING CENTERS

THERE'S ONE NEAR YOU TO SERVE YOU

\*A Trade Mark of THE SINGER MANUFACTURING COMPANY

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## LETTERS FROM KOREA CONTINUED

ponder a misspent life and swear never to drink more than 3 Martinis at a sitting again as long as I live—*crash*—shooting at the tanks that time. Serves them right for moving out in front of us—*crash*. Speaking of Martinis—and so on until the infantry broke cover to run across the valley to go up the ridge. No sooner had they begun their dash when a gook 82 mm mortar splashed a fountain of dust and smoke right at the feet of one of them. A Navy Corpsman who must have nerves of steel and ice water for blood, whoever he is, rushed to the fallen Marine, in full view of the enemy, in an obviously "zeroed-in" spot, opened his pack, pulled out his bandages and went to work. In a few minutes a South Korean stretcher team was coaxed out to pick him up and carry him back.

Another 82 went to work on our lines, joining the 76. They kept firing and we kept firing, both close support and counter battery on the ridges and ravines of the big hill, 951, to the front.

The attack patrol regrouped under the little ridge to the front and moved up onto it as rapidly as their equipment would permit. They climbed to a level just under the sky line on our side and moved quickly toward the known bunkers. The tanks by now were blazing away and were joined by a 75 mm recoilless higher up on our ridge. A gook popped out of one of the bunkers to see how close the attackers were moving and the 75 mm slammed one right into him. Another trotted up from somewhere underground and took his place. When the patrol got to within about 75 yards of the bunker position, he fired a shot with his rifle and the patrol took cover. Round after round of 90 mm and 75 burst on and near the position and the ridge from the bunker on up to the right was raked back and forth by tank and infantry machine gun fire, plus 75 recoilless. But every time the patrol tried to move, the little gook, clearly visible in his new green quilted winter uniform, would pop up, fire a few rounds and duck back underground before a fresh storm of TNT and steel broke over his head. One gook with a bolt action rifle stopped the platoon cold in its tracks.

For some reason, the gooks didn't drop mortars on the patrol while it was on the ridge. All the fire seemed to fall on the spot where its route crossed our lines. As the sun went down, the patrol was ordered to pull back under cover of a heavy white phosphorus smoke screen. Then all the gook fire shifted to our lines and rear. They dropped a few within 50 feet of the 60 mm section area, but no one in the section was hurt. Aside from that, today was a beautiful, quiet Indian Summer day.

The surrender propaganda leaflets in another envelope are dropped impartially from airplanes—half to the gooks—half for us. They seem to work, as the company picks up one or two deserters a day. One of my agents conned the red bills off one of the deserters who said he had been told that the Russian Army was coming through here any day now. We also use a loudspeaker set up on a hillside to broadcast propaganda. It pulled 28 deserters in 2 nights. So much for the war news.

Thanks again for your fine services, and thanks to Carrie for her "get well" note. The wound causes no inconvenience and is closing nicely. I've been on a patrol (no shooting) and am doing everything else I am supposed to do and it causes no trouble whatever. My rugby knee injury will cause me much more grief in the future than the wound ever will.

Will write again much sooner.

Regards,  
Your Son



**SURRENDERING GOOKS** come in with U.N. leaflets which, Lieutenant Harper reports, are scattered haphazardly, "half to the gooks, half for us."

## What a Gift For Years to Come!

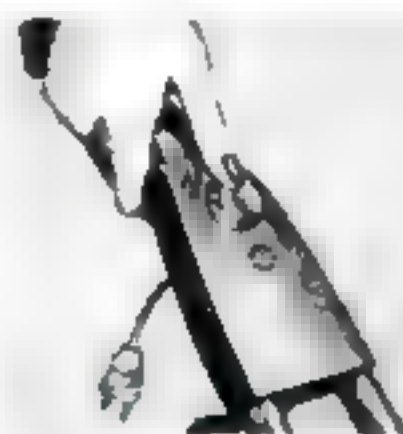


Get the all-new **SINGER** with exclusive Dual Suction

**Dual Suction does it!** The wonderful new SINGER® Vacuum Cleaner is the first to bring you two fans... for dirt-getting action so gentle... yet so powerful... that you get "heavy cleaning" results quick. A SINGER exclusive!

**ONLY \$5 A MONTH**

After minimum down payment, liberal allowance on your present cleaner.



**Easier to use!** All controls within finger-tip reach right on the handle. Two speeds.



**No winding** of cord. Control button on handle reels cord in. No fuss, no muss!



**No foot-pedal** acrobatics. Touch trigger with finger. Adjust handle to any position.



**Easily gets under** beds and furniture. Housing unit only 5 inches high. "Floating" brush self-adjusts to rug thickness.



**No dust bag** to empty! Take out disposable bag. Throw away. Insert new one in jig time!



**So easy** to store. Cleaner hangs flat against wall. Requires no floor space. Convenient carrying handle.



**BONUS OFFER!** The famous SINGER Course in Home Sewing is freely given at no extra charge to the purchaser of this new SINGER Vacuum Cleaner.

SINGER Vacuum Cleaners are sold only through

# SINGER SEWING CENTERS

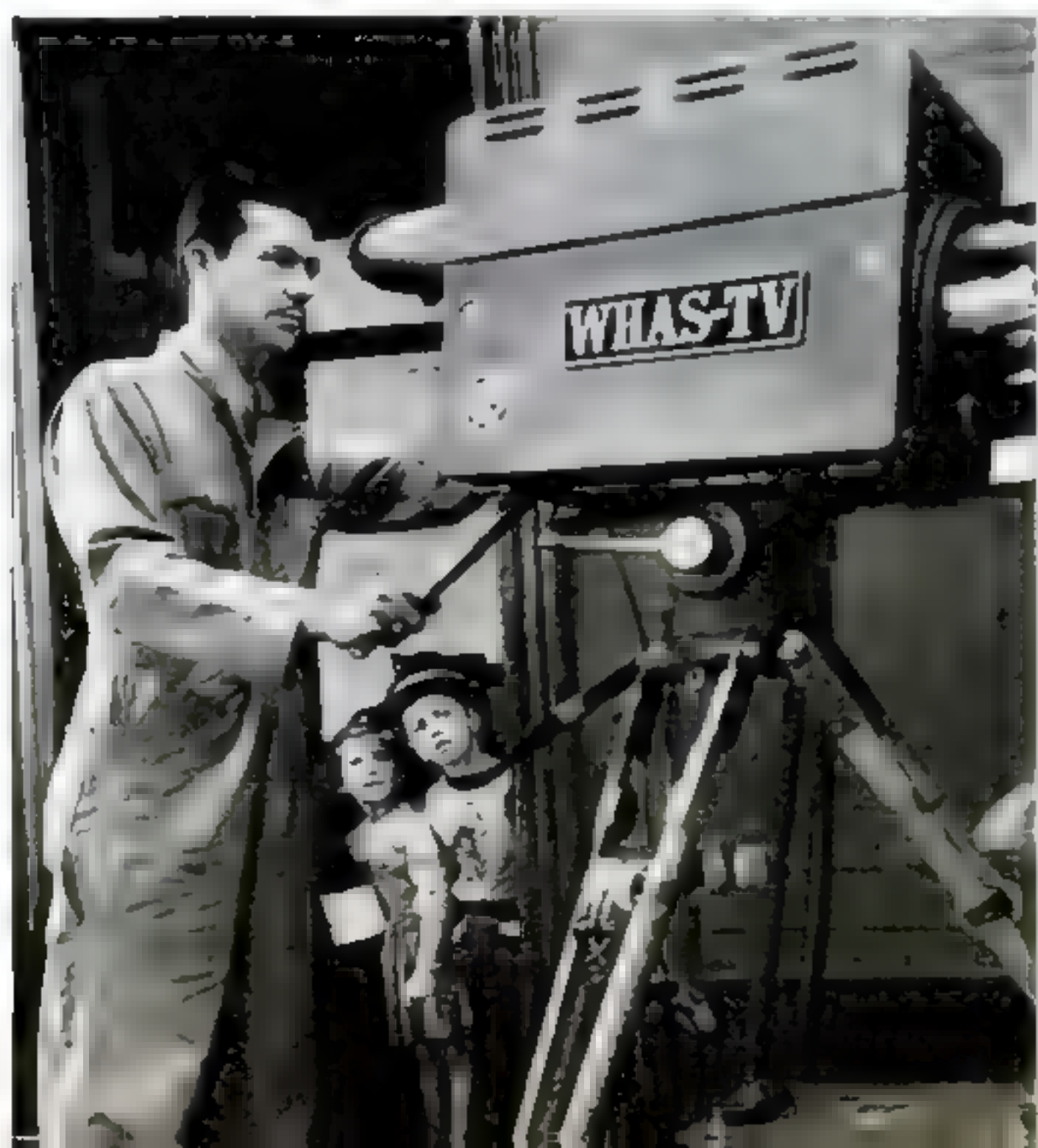
THERE'S ONE NEAR YOU TO SERVE YOU

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LOUISVILLE KINDERGARTEN at the Gavin Cochran Elementary School joins in singing *The Flag Song* as TV camera (foreground) records saluting of flag.



## *Life Looks in on*

### KENTUCKIANS SEE SCHOOLS BY TV

Each November during American Education Week schools everywhere in the U. S. try hard to get parents—and other taxpayers as well—interested in the way their children are being taught. While most schools this year were simply inviting parents to visit, classroom sessions, two U. S. cities came up with enterprising and imaginative solutions to the problem.

In Louisville, Ky., station WHAS-TV, using an idea suggested by Life and given a one-day preview in Schenectady, N. Y., presented 26 programs dealing with schools. Some were record-taped discussions; some were movies of "sore spots" like overcrowding or lack of proper sanitation, but many of them took Louisvillians directly into the classes. These varied from high school chemistry to eighth grade arithmetic to games in kindergarten. By the end of the week parents had discovered their children were being ably taught in good classrooms, or if they weren't, that the situation

**PEEKING FROM OFF STAGE.** Margaret Lewis and Pat McGregor watch cameraman get ready to telecast kindergarten class. Show was televised with two cameras directed from truck outside the school.





GARDEN CITY FIRST GRADE meets in furniture-store window. The store removed bed display for class, moved in washing-machine display at end of week.

## Education Week

### AND KANSANS WATCH FROM STREET

could probably be fixed if the school system had more money. School children found they were less camera-shy than their teachers, one of whom anxiously applied stage make-up to all her pupils before learning it was not needed. WHAS-TV was delighted with the response, and also rejoiced that only 18 people wrote in complaining that Arthur Godfrey and Perry Como had been temporarily displaced in favor of the school shows.

Residents of Garden City, Kan., got an even more intimate view of how their schools operate, when first-grade classes were conducted in the window of the Mullins Furniture Store during the week. Hatched during a school principals' meeting, the idea of kids swarming among the brand-new furniture had first frightened the store. After the first day Mullins relaxed. The first grader's only offense was squirming—an ailment which the teacher corrected by giving them stretching exercises every half hour.

**FLING OUT OF STORE.** first-grade class seems amused by day in window. Pupils wore identifying placards and the entire classroom proceedings were amplified by a loud-speaker outside the store.

CONTINUED ON NEXT PAGE





## STARS AND AUDIENCE

# How to "cut down on smoking"

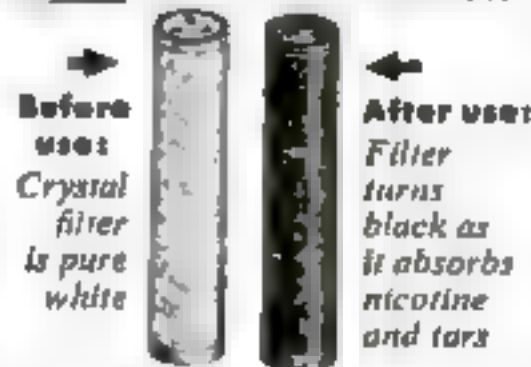


## without giving up a single cigarette!

■ This is no ordinary cigarette holder. It is an amazingly efficient instrument for filtering cigarette smoke—any brand of cigarette. You can actually see the harmful irritants it removes from the smoke. And once you take a good look at the tarry stuff you'll be glad it's in the Denicotea crystal filter, not in you!

If you suffer from smokers' cough, sinus trouble or have any other reason to cut down on nicotine and cigarette tars, start using Denicotea today!

### REALLY FILTERS THE SMOKE!



Aluminum ejector model, 2.50  
Longer model, gold tone ejector, 3.50

dunhill

**DE-NICOTEA**  
**FILTER HOLDER**



PARENTS, Mrs. Charles Hollis and Mrs. Rex Cornelison, watch telecast of a fourth grade. Earlier they saw their own children in kindergarten program.



BARFLIES in a tavern near the Cochran school watch a geography class on screen. Said one of them, morosely, "Turn it off. I feel like I'm back in school."



PUPILS construct a cardboard TV set in the Cochran school kindergarten, complete with tuning dials, and 5-year-old Rickie Reed plays actor for friends.

HERE WE GO  
INTO WONDERLAND  
with *Welsh*



Dolly's  
CARRIAGES  
AND  
STROLLERS

LIKE THE WELSH for REAL BABIES



At All Leading Stores

**WELSH COMPANY**

Largest Manufacturer of Folding Baby Carriages  
1535 S. Eighth St., St. Louis (4), Mo.

To Relieve  
Misery of  
**COLDS**  
take **666**

EXHAUSTIVE ONE TABLET—SAME FAST RELIEF

RELIEVES PAIN OF  
HEADACHE • NEURALGIA  
NEURITIS

**FAST**

The way  
thousands of  
physicians  
and dentists  
recommend



Anacin® relieves headache, neuralgia, neuritis pain fast because Anacin is like a doctor's prescription—that is, Anacin contains not just one, but a combination of medically proven, active ingredients in easy-to-take tablet form. Thousands have been introduced to Anacin through their own dentist or physicians. If you have never used Anacin, try these tablets yourself for incredibly fast, long-lasting relief from pain. Don't wait. Buy Anacin today.

**INGROWN NAIL**  
Hurting You?  
**Immediate Relief!**

A few drops of OUTGRO® bring blessed relief from tormenting pain of ingrown nail. OUTGRO toughens the skin underneath the nail, allows the nail to be cut and thus prevents further pain and discomfort. OUTGRO is available at all drug counters.



**OLD**

"Wrong-angle" rib with weak "Achilles Heel"



**NEW**

**"888" the revolutionary sock design—**

**helps stop ankle wrinkles!**  
with the rite slant ankle

**helps stop heel holes!**  
with the hi-back heel



**85¢**  
in ankle and regular length.

**super quality**

- Ankle slimming English rib
- Genuine 4-ply lisle
- Narrow English shaping
- "Gentlastic" top
- Nylon reinforced toe



### weak "Achilles" heel

Ordinary heels are reinforced below the abrasive heel line of your shoes. Darn it!—you end up with holes at the heels.



### the "wrong angle" in socks

Ordinary socks are knit on a wide angle. They're anatomically wrong for the right-angle of your foot. The result? Unsightly wrinkles, uncomfortable bunching.



### the "Hercules" heel

"888" with the "Hi-Back" Heel is reinforced where you need it — where shoe rubs sock. The "Hi-Back" Heel rises higher—helps stop holes.



### the "right angle" in socks

"888" is anatomically fashioned to the natural angle of your foot. It means better fit—naturally minimizes wrinkles at your ankles. So simple, you'll wonder why it never happened before.

Makers of that other revolutionary sock—California Weight Argyle, the largest selling Argyle in America. Ask for them at good stores everywhere.

† Pat. App. For • Reg. App. For • © CHN Co. Inc.  
ESQUIRE SOCKS, A DIVISION OF CHESTER H. NATH CO., INC., MPB.

Exclusive with

**ESQUIRE SOCKS**  
"The smartest thing on two feet"



# best-protected watch under the sun

## Wylor

incaflex



**WEATHERPROOF** — 17 jewels  
Stainless steel, sweep second hand  
A—Man's \$49.75 B—Lady's \$49.75  
C—Man's \$52.50 *Fed. Tax Included*  
Also available with yellow top.

### Wylor GUARANTEE

If the balance wheel, balance staff or balance jewels become damaged or broken, we hereby guarantee to repair or replace them without charge.



Wylor watches are protected from shock by the Incaflex (flexible) balance wheel.

Protected against water, dust and grime — backed by the famous Wylor guarantee.

Write for free booklet and name of local Wylor Jeweler

**WYLER WATCH AGENCY, INC., Dept. LA, 630 Fifth Avenue, New York 20**



SMALL FRY IN DENVER'S LAKEWOOD THEATER URGE ON THEIR FAVORITES

## MOVIE SWEEPSTAKES

### Young Denver film fans learn to play the horses

A desperate theater-owner in Denver has come up with the biggest idea in the movie exhibition field since Bank Night was in its heyday. It is called Movie Sweepstakes and consists simply of playing old newsreels of three unidentified horse races. Each ticket-buyer is given a stub on which he can note by number his choice for winning each race. He stands to win sizable awards in cash and groceries. Since the sweepstakes started, upwards of 200 theaters in the West and South have picked up the idea and they report that business has been wonderful. Even the children get into the fun and they can be prepared to step right out of childhood and up to the pari-mutuel windows as soon as they come of age.



THE FANS LINE UP at the Lakewood Theater under marquee which gives the three-minute racing film about as much space as the principal feature.



## MISCELLANY



AS HORSES IN THE MOVIE SWEEPSTAKES COME ROARING DOWN STRETCH



**THE FANS CHOOSE** which race is to be run off. An usher carries 12 reels of races. Members of audience pick out three at random each sweepstakes night.

**THE Taylor-Made SHOE**

..... of rich and rugged leather, superbly crafted — to give you an excellence that goes far beyond its price.

Taylor-Made Imperials \$15.95 and up  
Other Taylor-Made Shoes from \$12.95

Write Dept. C for other styles and dealers' names.

E. E. TAYLOR CORP. BOSTON 10, MASS.





from LIFE, April 9, 1951, by Slim Aarons

## WHAT'S IN A PICTURE . . .

---

What's in a smile? Here are two faces, two expressions. Judy Holliday smiles because she has just won a Hollywood Oscar; Gloria Swanson smiles because she is the perfect trouper, even when not winning. For each smile, there is an emotion underneath . . . deep and personal. What's in a picture? Here a

photograph has looked for a moment at two faces, two smiles . . . and two underneath emotions. What other record could be so human, so understanding, so genuine . . . and so penetrating?

Just as eyes and smiles go a long way to reveal the person underneath, so does the photograph.

. . . to see life . . . to see the world . . . to eyewitness great events

**LIFE**



☆  
*It's always a pleasure*  
 to give...to receive...

*the*  
*Magnificent Whiskey*  
*in the Magnificent*  
*Gift Decanter*



DELUXE DECANTER AT NO EXTRA COST



...it's always  
 a pleasure

*I.W. Harper*

**I.W. HARPER**

*The Gold Medal Whiskey*



**Bottled in Bond**  
**Kentucky Straight Bourbon**

KENTUCKY STRAIGHT BOURBON WHISKEY • 100 PROOF • I. W. HARPER DISTILLING CO., LOUISVILLE, KENTUCKY



# Why did you change to Camels, HENRY FONDA?

TIME INC. ARCHIVES



"My voice is important in my career. I smoke Camels because they're mild and have such rich flavor!"

*Henry Fonda*  
Star of Broadway stage play, "Point of No Return"

Not one single case of throat irritation  
due to smoking **CAMELS**

Make your own  
sensible 30-Day Camel  
mildness test in  
your "Y-Zone"—  
T for Throat,  
T for Taste.



—that's what noted throat specialists reported in a coast-to-coast test of hundreds of people who smoked only Camels for thirty days!

Make your *own* thirty-day Camel test, the one sensible, thorough test of cigarette mildness. Enjoy Camel's rich, full flavor, a flavor no other cigarette has. See if you don't agree with Henry Fonda when he says, "The cigarette that suits my throat best is Camel!"

Start smoking Camels today and discover why, after all the mildness tests...



B. J. Reynolds Tobacco Co.  
Winston-Salem, N. C.

**CAMEL LEADS ALL OTHER BRANDS — BY BILLIONS!**